

# Peter Moore

President at Wild Oak Enterprises, LLC

Aspen, CO, US

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## Biography

Peter D. Moore is a business strategy advisor specializing in helping companies manage for exponential revenue and net income growth in today's economy. Over the past five years, Mr. Moore has worked with senior business leaders from Citigroup, Johnson & Johnson, Mead Westvaco, Microsoft, Tommy Hilfiger, US Trust, Victorinox Swiss Army and more recently with Charles Schwab, FedEx, FTI Consulting, SAP and Time Inc. to design and develop new business models, competitive strategies and marketing plans for their companies. Over the past several years he has collaborated with his brother Geoffrey Moore to develop new models and tools to enable companies get out in front of a major transformative change in enterprise IT. As part of this new work, he has put together a partner network of senior level advisors who have spent the last 20 years working with a variety of companies in the enterprise technology category.

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## Availability

Keynote, Moderator, Panelist, Workshop

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## Industry Expertise

Financial Services, Advertising/Marketing, Corporate Leadership

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## Areas of Expertise

Business Growth Strategies, Enterprise IT, Organizational Design & Development

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## Affiliations

Technology Business Management Council

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## Sample Talks

### The Consumerization of Enterprise IT

Discussion of the emergence of consumer-driven, social collaboration networks that are forcing companies' IT infrastructure to evolve and become the foundation of a new way of doing business. For the past 30 years, corporate leaders have spent trillions of dollars on "systems of record" that carry out critical functions, from supply chain management to financials. Now they must learn how best to layer "systems of engagement" on top of their current enterprise IT infrastructure.

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## Event Appearances

The Game Changer  
CIO 100

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## Education

University of Oregon  
Bachelor's degree Journalism

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## Accomplishments

### Snowmass Forum

From January 1997 through October 2003, Peter was the founder and CEO of the Snowmass Forum. The Forum was a business innovation community, comprised of 20 charter member companies, dedicated to finding the intersection between humanity and profitability.

### The Caterpillar Doesn't Know: How Personal Change Is Creating Organizational Change

Using innovative intelligence-gathering methods to document these unprecedented for the first time Hey and Moore trace this revolution from the late 1980s, when jobs began to disappear, social tensions flared, terrorism erupted, and other cataclysmic events caused millions of Americans to reassess their goals and seek new meaning in their lives.

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