

# Randall Craig

CEO at Pinetree Advisors Inc.

Toronto, ON, CA

New thinking and insights on Thought Leadership, Becoming a Trusted Advisor, Digital Strategy, and Growth

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## Biography

Digital Strategy, Thought Leadership, Transformation, and Growth Randall has founded several successful start-ups, held a long-time position at a "big-four" consulting firm, and was a senior executive at an American public company. Randall is currently the CEO of Pinetree Advisors, and advises leaders on digital strategy, thought leadership, and transformation. He has helped over 100 organizations, including major market newspapers, professional service firms, financial institutions, and innovators who are looking to grow. Randall is the author of eight books, including Digital Transformation for Associations, The Everything Guide to Starting an Online Business, the Online PR and Social Media series, and the best-seller Personal Balance Sheet. Randall has taught at numerous executive education programs and frequently appears as an expert in the media. He has written hundreds of articles and delivered hundreds of presentations, both in person and virtual. Randall has served on numerous corporate and not-for-profit boards, is a member of the Global Speakers Federation, and has earned an FCMC, CFA, MBA, CSP, and a Black Belt in Karate. Randall has also been inducted into the Canadian Speaking Hall of Fame. \*\*\*\*\* MOST REQUESTED TOPICS IT'S NOT CALLED THOUGHT FOLLOWERSHIP While most people work hard at becoming trusted advisors, becoming a "thought leader" is far more difficult ? and in today's world, more strategic than ever. Based on the research in his books, Randall will share some of the newest thinking on how to use content, digital, and marketing automation to build your business ? and practical tips on how to get started. ARE YOU LISTENING... OR ARE YOU EAVESDROPPING: BUILDING DIGITAL TRUST IN AN AGE OF LOST VALUES Do you really trust Facebook? Do your customers really like email spam? (Didn't think so.) Every digital touchpoint either moves your organization up, or down, the trust curve; yet so many organizations have never strategically looked at how to take control of this important lever. In this presentation, Randall introduces several models that can do this, along with examples, both good and bad, funny and sad. OTHER PRESENTATIONS: - True or false: Digital transformation or business extinction? - Social media without wasting your time or losing your identity - Networking success in a post-covid world

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## Availability

Keynote, Moderator, Panelist, Workshop, Author Appearance, Corporate Training

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## Industry Expertise

Advertising/Marketing, Information Technology and Services, Training and Development, Business Services, Corporate Leadership, Internet, Education/Learning, Management Consulting, Social Media, Professional Training and Coaching, IT Services/Consulting

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## Areas of Expertise

Entrepreneurship, Thought Leadership, Social Media Strategy, Networking, Digital Strategy, Management & Leadership

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## Sample Talks

### IT'S NOT CALLED THOUGHT FOLLOWERSHIP

It's NOT Called Thought Followership Growing your reputation and influence While most professionals work hard at becoming trusted advisors, becoming a "thought leader" is far more difficult - and in today's world, more strategic than ever. If you do really think that you are a Thought Leader, test yourself. In this presentation, Randall will challenge you with ten tests, and then share different ways to improve your thought leadership on each dimension. Randall will explore the two fundamental frameworks that underlie marketing your expertise: the Trust Curve and the Price/Expertise/Trust model - and describe how they can be used by individuals, groups, and the organization overall to support a thought leadership and trusted advisor strategy. The presentation will also describe the changing role of content as evidence of thought leadership - and how to build content that parallels the client journey from awareness to engagement to referral. \*\*\*\*\* OTHER PROGRAMS: - Are You Listening... Or Are You Eavesdropping: Building Digital Trust in an Age of Peeping Toms and Lost Values - Social Media without wasting your time or losing your identity: Strategy, Efficiency, and Risk for attendees and their organizations - True or False: Digital Transformation or Business Extinction: Tomorrow's opportunity at the intersection of marketing and technology - Networking Success in a Post-COVID World \*\*\*\*\* Note: The concepts in my presentations can also be delivered in a coaching format for senior executives, professionals, and experts. I can present any of my programs virtually, both with video or in webinar formats. My virtual presentations have been delivered in interactive round-table "zoom" formats, and to virtual audiences with more than 4,000 people in attendance.

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## Event Appearances

### Title

I have spoken at 100's of events; please see [www.RandallCraig.com](http://www.RandallCraig.com), or contact me for details

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## Education

University of Western Ontario, Ivey School of Business  
HBA Business

University of Toronto, Rotman School of Management  
MBA Business

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## Accomplishments

**Chartered Financial Analyst (CFA)**

One of the highest distinctions in the investment management profession

**Fellow, Certified Management Consultant (FCMC)**

The Fellow Certified Management Consultant (FCMC) designation recognizes significant contributions to the profession and to society.

**Professional Speaking Hall of Fame**

Recognition for outstanding excellence as a professional speaker

**CSP - Certified Speaking Professional**

The highest earned designation in the field of professional speaking, held by fewer than 10% of the speakers globally.

**Griner Award**

The Griner Award recognizes the exceptional and outstanding contributions to the Association/Not-for-profit sector in Canada

**Certified Virtual Presenter**

Passed a rigorous assessment of skills, environment, and equipment for presenting virtually

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