

# **Warren Schirtzinger**

**Chief Strategy Officer at High Tech Strategies, Inc.**

Seattle, WA, US

A highly regarded market- and product-strategy consultant to emerging high-technology businesses.

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## **Biography**

I'm the luckiest business person alive. My grandfather was a professor at Ohio State University along with Everett Rogers, so I learned all about the development of "Diffusion of Innovations" while growing up. In graduate school, my mentor and academic advisor was Roger Blackwell PhD. This gave me advanced experience with the EKB consumer-decision model and the ways "perceived risk" effects purchase. After working as a global product manager at Honeywell, I joined Silicon Valley consultancy Regis McKenna Inc. where we pioneered development of the Technology Adoption Lifecycle (TALC). In the late 1980s we refined the technology adoption model and created an updated framework called "the marketing chasm," using it in hundreds of consulting engagements with leading high-tech companies. Then in 1990 my colleagues and I introduced our marketing-chasm model to Geoffrey Moore, who also worked as a consultant at Regis McKenna Inc. In the following years, Moore advanced our marketing-chasm idea and popularized what has become known as "Crossing the Chasm." Since 2000 I have developed the market strategy for several of the most significant technology and clean-energy innovations of the last twenty years, including: - the first large scale utility-sponsored residential solar program (Sacramento Municipal Utility District) - the first performance-based energy management certification program (Northwest Energy Education Institute) - the first hybrid venture capital fund (Nikko Securities) - the first augmented reality binoculars for marine navigation (Advanced Marine Technology) - the first industrial FTIR sensor for on-line quality control (Measurex/Honeywell) - the first digital audio workstation for on-air radio broadcast (Wheatstone Corporation) I have also made significant contributions to emerging high-tech companies during their formation years including: Apple, Adobe, Harman International, Intermec, MicroConnex, Audion Labs, BioScan, Pacific Horizon Ventures, and many others. I guide and educate founders, CEOs and product managers, and help them avoid the loss of sales traction by staying aligned with the ever-changing needs of their customers. Some people call this market-engineering.

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## **Availability**

Keynote, Author Appearance

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## **Industry Expertise**

Management Consulting, Energy, Utilities, Renewables and Environmental, Industrial Automation, Cleantech, Computer Software, VC and Private Equity, Environmental Services

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## **Areas of Expertise**

Product Strategy, Diffusion of Innovation, Technology Adoption , Start Ups, Strategic Marketing, Product Management, Product-Market Fit

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## **Affiliations**

American Solar Energy Society

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## **Event Appearances**

**SMUD Solar: A Roadmap For Utilities in Transition**  
ASES National Solar Conference

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## **Education**

**The Ohio State University, Fisher College of Business**  
Ph.D. Marketing

**The College of Wooster**  
B.A. Analytical Chemistry

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## **Accomplishments**

### **Sales Acceleration**

COLLABORATED with key customers on new product development activities, which GENERATED an increased in European sales by 107% in one year, and an increase in worldwide unit orders by 79%. (at Honeywell/Measurex)

### **Technology Innovation**

CHAMPIONED the use of advanced optical instrumentation for quality control in manufacturing, and introduced the first ruggedized FTIR sensor for high speed quality control (for Honeywell/Measurex). Received multiple industry awards for technology innovation.

### **Technology Startup**

LED the formation of Ansyrr Technology, a mobile document management company (acquired by Global Graphics S.A.). Ansyrr was named the Northwest's "Most Promising Startup" by 250 accredited investors and venture capitalists at the Early Stage Investment Forum in Seattle.

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