

Barry Shrier

EXPERT PUBLIC SPEAKER

RECENT PRESENTATION SUBJECTS:

- Electric Cars, the Future of the Auto Industry
- Wireless Internet, The Future of Wireless Technologies
- Cognitive Psychology in Consumer Marketing

Barry Shrier is a popular and charismatic public speaker and has lectured to MBA level. He has given highly rated speeches at international trade congresses, training seminars within global corporations including Unilever and Procter & Gamble, academic institutions, and industry conferences – where delegates have voted him as Best Speaker.

With extensive media training from The BBC and The Economist, he has appeared on Sky Television, BBC Radio, The Financial Times and numerous publications around the world.

To learn more about Barry Shrier, please do a simple Internet search at: <http://tinyurl.com/265vr>

Biography

Barry Shrier is the Founder and Chief Executive of Liberty Electric Cars, a business addressing global warming and climate change by the design of zero-emission high performance cars. Liberty Electric Cars has launched the worlds first zero emission luxury 4 x 4. Previously, Barry was hired by Deutsche Bank to launch Paybox, the world's first international mobile payment system. Barry was the spokesman for Paybox and a leading speaker on Mobile commerce. Prior to Deutsche Bank, Barry worked for several strategic marketing consultancies where he developed his expertise in the application of cognitive psychology to understand consumer behaviour. He managed various international projects for Unilever, Guinness, Procter & Gamble, Mars & Nestle.

Barry speaks regularly at international events in Europe and North America, mainly on the subjects of Global Warming, clean technologies, and the transport sector. He is recognised as a charismatic and admired public speaker known for delivering informative, entertaining, and provocative speeches, lecturing to MBA level and often being voted 'Best Speaker'. Recognised as an industry leader, promoting the necessary change to environmental technologies in the Auto Industry, he continues to be in demand as an expert and an ambassador for the future of clean transport.

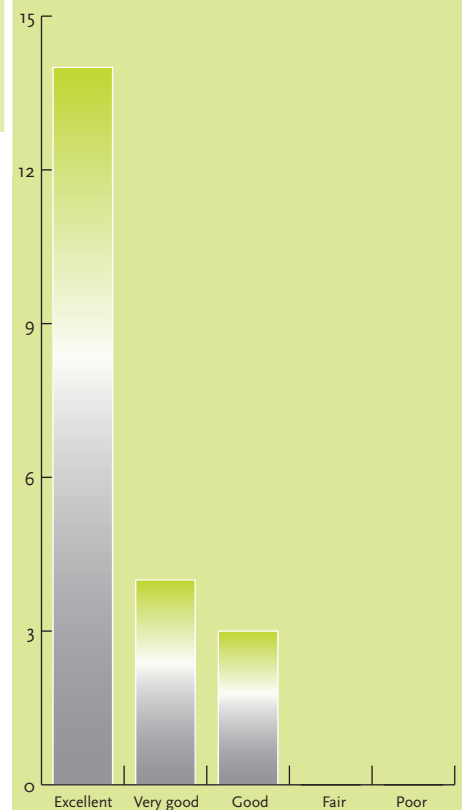
As an active member of the Institute of Directors (I.O.D), Barry is a passionate supporter of entrepreneurial innovation. He is also the founder of the zero-emission vehicle Foundation (ZEVF), a lobby group dedicated to speeding up the transition to zero-emission electric cars.

Barry has an MSc in Philosophy from the London School of Economics, and a BA in Politics from Middlebury College, Vermont, USA.



Voted as "Best Speaker" and "Best Content" at the IIR – Telecoms for Business Conference, January 30th 2006

"Barry Shrier was outstanding in his presentation, provided rich information and blend of economics and trend in Technology, which is what is critical in the Telco industry."



Voted 'Best Speaker' at the WiFi & 3G Summit, 4th December

'What did you most like about the event?'

- 'Barry Shrier's presentation'
- 'Quality of the presentations especially and arguments were high, but access to those speakers all through the conference was very easy, and they had time to listen which is quite unique.'
- 'Ability to network', 'Mixed technology views'

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Public Speaking Themes And Subjects

The Car Industry

Barry Shrier delivers exciting and challenging speeches about the future of the car industry, including:

- “Beyond the Internal Combustion Engine – the next era”. An evaluation of the lessons in history and an elegant forecast of the future of the car sector.
- Electric Car Technologies. An assessment of the leading new technologies and their relative strengths and weaknesses. Including battery technologies, capacitor, and flywheel.
- Managing the Necessary Transition. How the car industry can survive after oil.

Creating Value: The commercial applications of Behavioural Psychology

Barry Shrier has spoken widely on the applications of the science of cognitive psychology in the Commercial world. Examples of recent speeches include:

How to Boost Brand Awareness and e-Commerce on the Internet using psychology.

- Research proves that most Web sites fail to achieve optimum levels of e-commerce due to poor user interface. By applying basic concepts from behavioural psychology, for example, Web site design can be improved substantially; increasing sales.

How to boost retail sales through shopper psychology.

- Major retailers worldwide now apply the science of studying shopper behaviour, and apply cognitive psychology to interpret this behaviour. Barry Shrier provides both a theoretical introduction to this research technique and practical demonstrations of how to increase sales using this methodology.

Boosting Sales by Design – Global Best-practice in Design

Companies around the world, in all industries, lose billions of dollars due to the failures of design to satisfy customers needs successfully. From the design of shopping mall and retail store to shop shelf layout to product package to internet web site and computer interface to loan application form, there are right and wrong ways to design.

Global best practice in design.

- An exploration of design best practice in store layout, packaging design, and Internet web sites. How can you study and improve in this area? Including case studies, benchmarking, and practical advice on research methodology to identify design weaknesses.

Speaker Feedback

“...Your talk was a perfect ending for this course and left both students and faculty craving for more. Our students evaluated your presentation among the highlights of the module... I particularly wanted to thank you for the speed and efficiency of your response when we first approached you and for the enthusiasm and dynamism of the delivery of your speech. The whole process was seamless and most enjoyable from our side.”

Professor George Roussos, University of London

“[Barry Shrier's talk] shed more light [on the issue] for a no longer sceptical mobile shopper.”
“[Barry Shrier's presentation] has widened my view of what the future holds.”

Evaluation forms, University of London e-commerce students.

“Barry Shrier is one of the few specialists in shopper psychology that is capable of turning a difficult subject into a comprehensive one thanks to his enthusiasm and well chosen examples.”

Pascal Libyn, Managing Partner Risc- Belgium, e-mail: riscpascal@retailcomhouse.be

“I was very impressed with your presentation at the CETC meeting last night. It was a lively and extremely interesting talk and a polished presentation.”

Michael Wilton-Cox, Rapier Management Consultants

“Your own personal contribution was ranked very highly... so your contribution was obviously thought of very highly. We'd be delighted to have you back for next year.”

Ben Crangle, Ten 2006 Event, London

“Barry gave such an interesting and thought provoking address. The event was extremely well received with a large number of very favourable comments.”

Mark Gough, Global Editorial Producer, Financial Times

Speaker Details

Speaker Fee:	Daily Rate: GBP £1,500 + travel
Language:	English
AV requirements:	PowerPoint 2007 and Audio required
Contact details:	To enquire into the availability of Barry Shrier please contact Rosemary Rautenbach: Rose@Liberty-ecars.com Mobile No: +44 7876 194 869

Speaking Engagements

Barry has been speaking publicly since September 2000; here are just a few...

11 DECEMBER 2008

Automotive World Briefing Event, London
Keynote Speaker: “New Electric Car Powertrain Technologies”

16 OCTOBER 2008

Annual Technium Performance Engineering Conference, Llanelli, Wales
Keynote Speaker: “From Sailboats to Steamboats... The New Era in Car Industry”

23 SEPT 2008

Advanced Automotive Engineers Summit, Williams F1 Racing Centre, Oxfordshire, England
Keynote Speaker: “The Dawn of the Electric Car Era, Successful New Technologies”

21-23 JANUARY 2008

Next Generation DSL Summit, Monaco, Chairman

26 NOVEMBER 2007

VoIP & wVoIP World Congress By IIR, Madrid
Chairman

18-20 APRIL 2007

Total Telcom World Congress, Amsterdam
Speaker: “Increasing Revenue Streams Through Content and Convergence”

4-5 OCTOBER 2006

Telco 2.0 event, London, England
Analyst-in-residence

8-9 MAY 2006

FT Mobile Conference, London, England
Speaker: “Mobile Retail – Shopping on the Move”

26 – 27 APRIL 2006

Ten 2006, 3rd Annual Congress, London, England
Speaker: “Wireless Connectivity – Which Way Now? Demystifying the Next Generation of Broadband Wireless”

30 JAN – 2 FEB 2006

Developing & Marketing Telecoms for Business Customers, Lisbon, Portugal
Speaker: Product Strategy and Development

21-23 NOVEMBER 2005

Next generation Networks, Montreux, Switzerland
Speaker: “Beyond the Internet – new models and Advances in information and voice service provision” and on Advisory Board

18-19 OCTOBER 2005

Optimizing Telco's Wireless & Mobile Enterprise Solutions, Amsterdam, The Netherlands
Speaker: “how will the future office look in a Wireless world?” Panellist: “identifying emerging services...”

7-9 SEPTEMBER 2005

CIS Mobile Forum, Moscow, Russia
Speaker: “Examining the situation with Wireless Broadband development in Russia and the CIS”

13-15 JUNE 2005

The Wireless Broadband Forum, Berlin, Germany
Chairman of Day 2 & Speaker: “Intelligence at The Edge of the Network – a challenge to current Wireless Broadband Models”

6-8 JUNE 2005

European 3G Services Forum, Barcelona, Spain
Speaker: “The Future of WIMAX, Wi-Fi and 3G”

26 APRIL 2005

POP! Benelux, Amsterdam, The Netherlands
Leader, Workshop: for Instore Communications Management Course “Shopper Behaviour”

25-28 APRIL 2005

IIR's 7th European ISP Forum, London, England
Speaker: “Earthquakes in the Telecommunications Industry – Disruptive Mobile Wireless Broadband Technologies”

6-9 DECEMBER 2004

WLAN Event, Budapest, Hungary, Chairman and
Speaker: “Deploying peer to peer Internet telephony”

25-27 OCTOBER 2004

WIN 2004 Summit, Cannes, France
Chairman and Speaker: “When Continents Collide – Exploring the new territories between incumbent Mobile Operators and the disruptive innovations of alternative technology start-ups”