



Warren Evans CSP

Professional Speaker, Trends Analyst, Business Strategist



Warren's corporate roots are in sales and marketing management, with bottom line responsibility. From the late '70's into the mid-'90's, he was President of The *Service Excellence*® Group Inc., a boutique consulting firm that made its name doing strategy work and change-implementation projects based on their highly respected Service Management models. He became recognized as one of North America's leading experts in the field, serving clients in a dozen countries.

His unique combination genuine expertise, practical ideas, and powerful platform delivery made him a popular speaker at corporate meetings and conferences around the world.

Since the mid-'90's he has worked as an independent, focusing on the trends analysis and strategic planning components that were always part of these initiatives.

Today his work looks at how the major trends are interacting with each other, and the strategies successful organizations are using to recognize opportunities, and then create competitive advantage, from these insights.

Often running against conventional wisdom, this 'trends blending' approach has allowed him to compile a long track record of being ahead of the curve in seeing how the convergence of trends will actually impact organizations, markets, and the future of work.. (He was using the term 'Me Inc.', 20 years ago, to describe the explosion in freelance workers he saw coming over the horizon). His greatest satisfaction is the consistency of 'fresh thinking', 'unique analysis', 'new insights', and 'valuable ideas' feedback.

His client list includes every size and sector (including several national economic development entities), and now covers 20 countries on 6 continents.

He brings synthesis, pragmatism, and business experience to any discussion, and maintains a busy global speaking schedule.

Warren has also held executive leadership positions in a variety of professional associations, both nationally and internationally, over the years. He's had articles published in professional journals around the world, was the third of only 15 people to date inducted into the Canadian Speaking Hall of Fame, and is the recipient of numerous other awards and designations within his industry.

He currently serves as Chair of the Board of Governors of Laura's Hope, a global research fund accelerating clinical trials for treatments for Huntington's Disease.

He holds memberships in several professional associations, Rotary and Mensa. In 2003, he was one of 5 recipients worldwide of Toastmasters International's *Communications & Leadership Award* (only given to non-members for contributions to business and community).

Warren is based outside of Toronto, Canada.