

Shelly Palmer Stage Introduction

I am so pleased to be here today and to have the opportunity to introduce our guest speaker, Shelly Palmer.

Named one of LinkedIn's Top Voices in Technology, Mr. Palmer is the Professor of Advanced Media in Residence at the S.I. Newhouse School of Public Communications at Syracuse University and CEO of The Palmer Group, a consulting practice that helps Fortune 500 companies with technology, media, and marketing. He covers tech and business for Fox 5's *Good Day New York* and is a regular commentator on CNN, and the creator of the popular, free online course, Generative AI for Execs.

Shelly is a prolific author. Along with his daily newsletter (which you should subscribe to, by the way), his books include the Amazon #1 Bestseller, *Blockchain – Cryptocurrency, NFTs & Smart Contracts: An executive guide to the world of decentralized finance* and *Television Disrupted: The Transition from Network to Networked TV*, the seminal book about the technological, economic, and sociological forces that have changing everything about the business of television.

Shelly is a past president of the National Academy of Television Arts and Sciences, the organization that bestows the coveted Emmy® Awards, and he currently serves on the boards of several philanthropic organizations.

Optional

Now, here's the fun part: While we know him from his recent work in digital transformation, Shelly started his career as a composer/producer of music for advertising, TV and radio. He created the digital singing cat for Meow Mix, composed and produced "*Let's Go Mets!*," the official song and music video of the 1986 World Champion New York Mets, and literally hundreds of jingles and television themes. He founded and built the first fully digital (tapeless) commercial audio studio for Madison Avenue and, if you're a casual gamer or like fantasy football, you might know Shelly is the patented inventor of the underlying

technology for Enhanced Television used by programs such as ABC's *Who Wants to Be a Millionaire*, ESPN's *Monday Night Football* and response-based advertising systems.

Standard Ending

With a career that spans decades at the leading edge of digital technology, a passion for progress and a deep understanding of **[today's topic goes here along with the speech title]**, please welcome, Shelly Palmer.

Alternate Ending

Known for telling it like he sees it, his unique way looking at our connected world and for making very complex technology sound simple, please welcome, Shelly Palmer.