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TECHNOLOGY & INTERNET

Mitchell Levy to Run two full-day Workshops at Comdex Vancouver

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CUPERTINO, CA, - Distinguished speaker, business leader and educator Mitchell Levy, the President & CEO of ECnow.com Inc., will be conducting two full-day workshops at Comdex Vancouver at the Vancouver Convention & Exhibition Centre.

On Tuesday, March 19, he will be conducting the workshop "Creating and Managing E-Commerce/E-Business Initiatives Within Your Company." This Workshop helps the participant figure out how to effectively integrate technology into their business models and/or modify their business models as a result of what technology will allow us to do. Whether you call it e-commerce, e-business, e-services or a plethora of other names, we're talking about how to effectively deploy, manage, and utilize technology in our business. The participant will walk away with an understanding of how to make the business case, get funding for their initiatives and running them effectively.

On Wednesday, March 20, he will be conducting the workshop "Business Transformation." This Workshop helps the participant move to the Internet age by utilizing Internet technology as a catalyst to change their relationships with their customers, partners and employees to reflect the new ways business can be conducted. As companies continue to experiment and figure out how to transform themselves, there will be a strong need for business leadership and support. Unfortunately, most business leaders today are not prepared to successfully transform their businesses. Companies need to balance the demands placed on them today with the need to create strategies and processes that will transform them for tomorrow. CRM and the customer will be a key focus of this tutorial as we cover these topics:

Strategic planning (vision, goals, metrics)

- Business models
- Business processes
- Business tools (metrics setting, customer stratification, etc.)
- Organizational alignment
- Future predictions

With close to 20 years of management and technology experience across a wide range of Fortune 1000, new media and startup firms, Mitchell Levy is an expert at utilizing the Internet to deliver robust, cost-effective business solutions. A serial entrepreneur, Mr. Levy runs a number of businesses which all have the goal of helping individuals and corporations transition from the industrial age to the Internet Age.

Before starting ECnow.com, he was at Sun Microsystems for 9 years, the last 4 of which he managed the e-commerce component of Sun's

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the last 4 of which he managed the e-commerce component of Sun's \$3.5 billion supply chain.

He is the author of E-Volve-or-Die.com and the Value Framework, the tool for creating business success in the 21st century. More information is available at e-volve-or-die.com and www.ecnow.com/value.

Accredited press wishing to interview Mitchell Levy while he is at Comdex Vancouver may contact him directly at Mitchell.levy@ecnow.com 408-257-3000. You can view a repository of Mitchell Levy in the news at www.ecnow.com/media.

Mitchell Levy is:

- President & CEO of ECnow.com.
- Author of E-Volve-or-Die.com and the Value Equation Framework.
- Executive Producer of VMS3.info.
- Founder, Program Consultant and Faculty Member for the San Jose State University Professional Development's (http://ecmtraining.com/sjsu) Electronic Commerce Management (ECM) Certificate Program.
- A conference chair at Comdex Fall conferences and a moderator at Internet World.
- Chairman of the Pay-per-Performance PR Agency Media Attention Now TM and the on-line learning content production company Transition Learning.

ECnow.com is an e-commerce management consulting company helping start-up, medium and large enterprises transition its employees, partners and customers to the Internet age through strategy, marketing, and off-the-shelf and customized on-line and on-ground training. Mitchell sits on the boards of various startup companies and is on retainer at medium- to large-sized corporations. Mitchell lectures, writes about, and is asked to judge the ECM efforts of companies on a global level, and has been actively involved with numerous industry consortia.

Mitchell spent nine years at Sun Microsystems during the key infancy period of the Internet, and managed the e-commerce component of Sun's \$3.5 billion supply chain. Since leaving Sun, he has put together the e-commerce strategy for the \$2 billion revenue-based Bay Networks (both the buy and sell side), and has run a privately held Web Presence company founded in June 1995, which consulted, designed, created, and hosted Web pages for clients.

In addition, Mitchell currently speaks at various conferences and private events and is a frequent guest and contributor for the media.

- Read more about Mr. Levy
- Public Speaking appearances given
- Read about ECNow.com's media coverage

Contact: Ericka Wilcox, Director of Public Relations for ECnow.com at: 888-234-2852 email to: ericka.wilcox@ecnow.com. Direct Line: 413-243-6661

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