

Long bio: (191 words)

Randall Craig is an internet pioneer who led the digital strategies for several major market newspapers, consulting firms, and financial institutions since 1994. He helps organizations rethink their approach to marketing and land their digital strategy airplane.

Randall has founded several successful start-ups, held a long-time position at a “big-four” consulting firm, and was a senior executive at an American public company. Randall is currently the CEO and Chief Strategist of digital consulting firm Pinetree Advisors, and advises leaders on Digital Strategy, trust, and transformation.

Randall is the author of eight books, including *Digital Transformation for Associations*, *The Everything Guide to Starting an Online Business*, the *Online PR and Social Media series*, and the best-seller *Personal Balance Sheet*. Randall has taught at numerous executive education programs, hosts *Professionally Speaking TV*, and frequently appears as an expert in the media. He has written hundreds of articles and delivered hundreds of presentations, both in person and virtual.

Randall has served at the board level for several national organizations, is a member of the Global Speakers Federation, and has earned an FCMC, CFA, MBA, CSP, and a Black Belt in Karate. More at www.RandallCraig.com.

Short bio: (105 words)

Randall has been advising on Digital Strategy since 1994 when he put the Toronto Star online, several financial institutions, and about 100+ others. Randall has founded several successful start-ups, held a long-time position at a “big-four” consulting firm, and was a senior executive at an American public company.

He is the author of eight books, including *Digital Transformation for Associations* and *the Everything Guide to Starting an Online Business*. He speaks and advises on Digital Strategy, Trust, and Transformation. Randall is a member of the Global Speakers Federation, and has earned an FCMC, CFA, MBA, CSP, and a Black Belt in Karate. More at www.RandallCraig.com.

Shortest bio: (57 words)

Randall has been advising on Digital Strategy since 1994 when he put the Toronto Star online, several financial institutions, and about 100+ others. He is the author of eight books, including *Digital Transformation for Associations* and *the Everything Guide to Starting an Online Business*. He speaks and advises on Digital Strategy, Trust, and Transformation. More at www.RandallCraig.com.