



Acceleration Economy

Practitioner
Analysts

defining the digital first world

"The Acceleration Economy 'outside-in' Practitioner Analyst Marketing Services deliver Thought Leadership Articles, Podcasts & Guidebooks that drive brand engagement & demand gen that define the "Why & How" of your solutions in the voice of the customer."

Bob Evans



Bob Evans

Cloud Wars Founder
Acceleration Economy Co-Founder

Acceleration Economy Practitioner Analysts

Led by Cloud Wars Founder and Acceleration Economy Co-Founder Bob Evans, Acceleration Economy Practitioner Analysts represent the key executive practitioners that are responsible for making transformative cloud, AI, hyperautomation, data modernization and cybersecurity decisions in mid-market and enterprise scale companies. Representing more than \$1Billion in lifetime business technology purchases, they bring an “outside-in” buying perspective to all marketing services engagements to drive thought leadership, brand engagement and demand generation.



Bob Evans
Co-Founder



Rob Wood
CISO



Aaron Back
AI/ML



Frank Domizio
Deputy CISO



Toni Witt
AI/Digital Native



Kieron Allen
Innovation/GTM



Pablo Moreno
AI/ML/Data Scientist



Tom Smith
Innovation/Cloud



Janet Schijns
Partners Ecosystem



Kenny Mullican
CIO



Vince Menzione
Partners Ecosystem



Ronak Mathur
Automation Architect



Paul Swider
AI/Healthcare



Tony Uphoff
4X CEO



Wayne Sadin
10X CIO/CTO/CDO



Joanna Martinez
4X CPO



Scott Vaughan
3X CMO



Chris Hughes
2XCISO



Manny Korakis
CFO

Acceleration Economy Marketing Services: Standard Services

Articles, Podcasts and Guidebooks deliver an unprecedented opportunity to define the business and customer value of your company, products, solutions or services by putting practitioner context around the impact they can have on real-world businesses. Unlike having a “ghost writer” create your content, you can lever Acceleration Economy Practitioner Analysts to deliver your message in the customer’s voice.

Innovation Profile

An Acceleration Economy Practitioner Analyst creates a 5-minute video analysis of your company, a new product or functionality, partnership, or any other notable topic. The Innovation Profile will be featured on the Acceleration Economy website and shared on social media. **Pricing: \$5,000**

Co-Created Podcast	Co-Created Article	Practitioner Guidebook
<p>Acceleration Economy Practitioner Analysts will create 15–20–minute video podcast that defines they why & how of vendor products & solutions in the voice of the customer:</p> <ul style="list-style-type: none"> • Company, Executive & Solution Profile • New Product/Platform Business Value Analysis • Practitioner-to-Practitioner customer case studies • Market Trend to Product/Solution Features • Product/Solution overview and positioning <p>Pricing & Deliverables:</p> <ul style="list-style-type: none"> • \$8,000 per single Podcast 3,000 minimum views • \$7,500 per podcast at four episodes 14,000 total views • \$7,000 per podcast at 7+ episodes 25,000 total views 	<p>Acceleration Economy Practitioner Analysts create 5–600–word articles that define they why & how of vendor products & solutions in the voice of the customer:</p> <ul style="list-style-type: none"> • Company, Executive & Solution Profile • New Product/Platform Business Value Analysis • Practitioner-to-Practitioner customer case studies • Market Trend to Product/Solution • Features Product/Solution overview and positioning <p>Pricing & Deliverables:</p> <ul style="list-style-type: none"> • \$10,000 per single article 5,000 minimum page views • \$8,500 per article at four articles 23,000–page views • \$7,500 per article at 7+ articles 40,000+ page views 	<p>At least four Acceleration Economy Practitioner Analysts will create unique persona-based POV articles on the trend, technology or solution being analyzed that will be edited together into a 20+ page PDF Guidebook.</p> <p>Pricing & Deliverables:</p> <ul style="list-style-type: none"> • Custom Guidebook: \$25,000 per with 300 guaranteed downloads & 10,000 impressions. Each custom Guidebook will feature a Company, Executive & Solution Profile from the underwriter that aligns with the theme of the Guidebook. • Existing Guidebook: \$15,000 with 300 guaranteed downloads & 5,000 impressions. Existing Guidebooks can feature a Company, Executive & Solution Profile from the underwriter that aligns with the theme of the Guidebook for an additional \$5000.



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