



Former Amazon Executive

Expert on Digital Disruption, Innovation & IoT

Author of book series "The Amazon Way"

28 Years of Digital Technology, Business Model, and Operations Experience

He is most known for launching and scaling the Amazon Marketplace business which now accounts for over 50% of all Amazon units sold and shipped. While at Amazon he also served as Director of Enterprise Services at [Amazon.com](https://www.amazon.com), where he managed worldwide services to enterprise clients such as [Target.com](https://www.target.com), Toys R Us, Sears, Marks and Spencer, and the National Basketball Association (NBA). Since leaving Amazon he has advised clients across most industry verticals on digital strategy, operations and culture at Alvarez and Marsal, a leading performance improvement firm.

John Rossman (instead of Rossman) is the author of The Amazon Way: 14 Leadership Principles Behind the World's Most Disruptive Company and is an expert in Digital Innovation and helping his clients build and execute innovative business models. His new book, "The Amazon Way on IoT: 10 Lessons Every Leader Should Learn from Amazon's Internet of Things Strategy" came out in October 2016.

John Rossman is an advisor, thought leader and keynote speaker on Digital Strategy and Amazon Leadership Principles. He travels the country speaking on Digital Disruption, IoT, Innovation, and Leadership -- "The Amazon Way". For more information, visit <https://tinyurl.com/JohnRossman>

John Rossman

### Speech Topics

- Technology
- Leadership
- Internet of Things (IoT)
- Innovation
- Futurist
- Future



## Testimonials

“John Rossman helped our technology organization in many ways including giving a keynote about what being digital meant, and several tools and strategies to develop this throughout our organization. The speech resonated with the team and discussion continued far after. If you're thinking about building your digital strategy and capabilities, John will give you unique and actionable insights”.

- Nordstrom CIO.

“John Rossman's advise to me on the Internet of Things and the principles laid out in "The Amazon Way on IoT" has had profound impact on the company I have founded, Modjoul. Modjoul is a smart belt to reduce and manage workplace injuries. John's a master at practical advise and approaches to deliver innovative solutions.”

- CEO and Founder of Modjoul. Former EVP of AIG.