

David Berman Expert Speaker Introduction (for Web/strategy topics)

[DALE CARNEGIE recommends that you introduce for no more than 60 seconds and make sure you cover these four things:

1. State Topic.
2. Tell Audience Why It Is Important
3. State speaker's qualifications (**choose a few points from the paragraphs below**)
4. "Here's David..."]

David Berman has over 20 years of experience in strategy and communications, acting as a facilitator, coach, and trainer in applying strategic thinking to the management of people, plans, and ideas in large organizations. He trained at the University of Waterloo in computer science and at Carleton University in psychology. David also worked in the Canadian federal government as a systems analyst.

He is a senior strategic consultant to many of Canada's largest Web presences, including the Canada Revenue Agency, Statistics Canada, Health Canada, the National Research Council, the Museum of Civilization, Parks Canada, Natural Resources Canada and Treasury Board of Canada. He has worked extensively in the adaptation of printed materials for electronic distribution, including CD-ROM design and software interface development.

David has provided strategic branding and design consultation to many clients, including the International Space Station, Canadian Heritage, and the World Bank. David is an accessibility consultant for IBM, as he is an expert in the strategic application of W3C standards to Web presences to assist people with disabilities and difficulties.

He has provided custom consultation and software needs assessment for private and public sector organizations, including Occidental Petroleum, Intuit Corporation, Abbott Laboratories, the Canadian Museums Associations and the Transportation Association of Canada.

David is also an expert speaker on strategy and information design issues, and is a professional member of the Canadian Association of Professional Speakers and the International Federation for Professional Speakers.

Since 2002, David has been the National Ethics Chair for the Society of Graphic Designers of Canada, and holds the society's title of Fellow, the highest honour for graphic designers in the country. This was primarily for work he did developing the constitution and code of professional conduct as first elected president of the Association of Registered Graphic Designers of Ontario. In 2005, he was elected to the board of the Icograda, the world body for graphic design, and serves as vice-president.

In the past several years, David has keynoted in over a dozen countries, sharing his message of how communicators can help repair the World through socially responsible professionalism to both practitioners and students.