

Insightful commentary on Digital Strategy issues and trends.

Making the complex understandable – and relevant.

Randall Craig, CFA, MBA, FCMC, CSP

Digital Strategy and Thought Leadership Expert

Real-world front-line experience

Since 1994, Randall Craig has been advising major organizations and entrepreneurs on how digital strategy can be used to grow their business, engage their stakeholders, and protect their reputations.

9 years at consulting firm KPMG, Serial entrepreneur, 3 years as a senior executive at an American public company, currently CEO of Pinetree Advisors.

Author of 8 books

The *Everything Guide to Starting an Online Business*, *Digital Transformation for Associations*, *Social Media for Business*, the *Online PR and Social Media series*, *Personal Balance Sheet Career Planning Guide*, *Leaving the Mother Ship*, and others.



Contact Randall directly to book an interview:
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Ask Randall about...

- *Digital trust, privacy, and surveillance capitalism.*
- *The possibilities and risks in a Metaverse future.*
- *Instant experts, fake news and the cynical public*
- *Social media job search*
- *The impact of new technologies and platforms.*

Relevant and respected

Randall is an experienced commentator on current issues, and has an extensive national profile on TV, radio, and in print. He has 600+ blog posts for story ideas or sidebars.

Randall speaks on digital strategy and thought leadership across North America; he has also been inducted into the Speaking Hall of Fame.