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BUSINESS



Technology Revolution: The Future of Now
Wednesday at 8 AM Pacific/11 AM Eastern
June 16th 2021: The Future of Video: How Many Words Will A Pic Be Worth? Part 2

During 2020 when COVID locked down the world, video was the “king” of media types. Consumption went mobile, as Americans spent almost twice as much time viewing digital video on their phones as on their computers. After the TV era, YouTube era, and TikTok era, we’re now entering the Video 2.0 era of video-first products beyond entertainment and gaming – more interactive and participatory, with users engaging with the platform, giving direct feedback on the content, and shaping the experience in real time. Are you ready? We’ll ask Kirsten Boileau, Loic Simon, Sylvie Lexow and Miguel

Tune in

Wednesday at 8 AM Pacific/11 AM Eastern Time on VoiceAmerica Business Channel

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Featured Guests



Kirsten Boileau

In her role as Head of Marketing Solutions (M & S) Learning at SAP, Kirsten Boileau is focused on the development and implementation of training and enablement programs to ensure world-class learning experiences for SAP’s M & S employees, that drive exceptional customer experiences. As a 15-year veteran of SAP, Kirsten has extensive experience in building large-scale, impactful learning programs, leadership, and change management, as well as digital selling and digital marketing. Kirsten has deep expertise in professional personal branding, LinkedIn and LinkedIn Sales Navigator and is a founding member of the Sales Enablement Society.

[Read more](#)



Loic Simon

Loic Simon has a passion for Sales Transformation towards love, trust and talents and he’s convinced that the right Social Selling behavior can act as a change catalyst for the better. In 2015, he founded the #SocialSellingForum, a series of (more than 60 so far) IRL and online events where enthusiasts share their experience of Social Selling for better Sales, Marketing & recruitment practices. He’s currently looking for co-organizers of online #SocialSellingForum editions throughout the world. Connect with Loic on LinkedIn at www.linkedin.com/in/loicsim.

[Read more](#)



Sylvie Lexow

Sylvie Lexow is a performer turned marketer currently working as a Digital Enablement Strategist at SAP. She joined SAP in January 2020 as an intern for the EMEA Marketing Transformation Office and became a Certified Digital Marketing Professional CDMP through the Digital Marketing Institute. She is passionate about community marketing and is heavily involved in the SAP Digital Tribe Community.

[Read more](#)



Miguel Bautista

Miguel Bautista is the CEO and Founder of Bautista Media, a Vancouver-based video production company helping businesses across different industries grow using video. Since a young age, Miguel has had a passion for art and bringing his visions to life. After a successful run in the personal training industry, he discovered that video creation is his true calling. He loves business, art, and people, and combining those three together results in a timeless piece of art – i.e., video – that brings people to a different time, place, and experience. Since 2018, Bautista Media has produced over 1000 videos for over 80 satisfied clients ranging from simple Corporate Talking Headshot videos to Brand

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