

Creating Successful Business Models for the 21st Century

Speaker: Mitchell Levy, President and CEO [ECnow.com](http://ecnow.com)

Corporate success depends on the companies ability to deploy, manage and evolve the processes, transaction types and participants they do business with. In today's economy, business models appear and disappear almost overnight. Missing a model or keeping one around too long could be disaster for any company. Mitchell Levy, author of E-Volve-or-Die.com and a faculty member at San Jose State University will present the Value Framework for analyzing corporate success in the 21st century. He will share case studies from UPS, Covisint, Autobyte, Webvan and Napster, showing how the transformation from analog to digital created the opportunity for entirely new business models to evolve and flourish. You will be able to see how successful business models can be created, managed and evolved in the 21st century. This was a very successful talk given at Comdex Fall and is also part of a class taught at San Jose State University..

About the Speaker:

Mitchell Levy, is President and CEO of [ECnow.com](http://ecnow.com) (http://ecnow.com), an e-commerce management consulting company helping start-up, medium and large enterprises transition its employees, partners and customers to the Internet age through strategy, marketing, and off-the-shelf and customized on-line and on-ground training. He is the author of [E-Volve-or-Die.com](http://e-volve-or-die.com), (http://e-volve-or-die.com) Executive Producer of [VMS3](http://vms3.info) (http://vms3.info). info, an on-line E-Commerce Management (ECM) e-zine, Chair of comdex.biz at Comdex Fall and the Founder and Program Consultant of the premier [San Jose State E-Commerce Management Certificate Program](http://ecmtraining.com/sjsu), (http://ecmtraining.com/sjsu) and the Chairman of the Pay-per-Performance PR Agency [Media Attention Now TM](http://ecnow.com/mediaattention) (http://ecnow.com/mediaattention) and the on-line learning content production company [Transition Learning](http://transitionlearning.com) (http://transitionlearning.com). Mitchell was at Sun Microsystems for 9 years, the last 4 of which he managed the e-commerce component of Sun's \$3.5 billion supply chain putting in Sun's first Extranet and champion business process improvement. Mitchell is a popular speaker, lecturing on ECM issues throughout the U.S. and around the world.

Presented Wednesday, March 13, 2002, by the Silicon Valley WebGuild

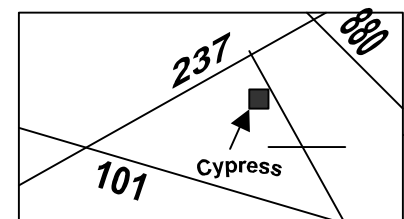
Silicon Valley Chapter of the Association of Internet Professionals

Location: Cypress Semiconductor
3939 N. First St. (north side of Building 3)
San Jose, CA 95134
Located between Hwy. 237 and Tasman Drive

Schedule:

6:00 pm	Registration, networking, table top vendors, and job announcements.
6:50 pm	General announcements (have jobs, want jobs, etc.)
7:00 pm	Main speaker
8:20 pm	Door prizes (must be present to win)
8:30 pm	Special interest groups (SIG)

Price: FREE! All of the WebGuild's meetings are free and open to the public. We serve **free snacks**, and everyone is welcome. RSVPs are not required. Invite your friends and colleagues!



FOR MORE INFO:
<http://www.webguild.org>

Future Meetings: For upcoming Silicon Valley WebGuild meetings and events, join our announcement mailing list on home page.