



Keynote speaker Jeffrey Kaplan is the founder and managing director of the only strategic consulting firm focused entirely on the business implications of the transition of the technology industry from product-centric to services-driven solutions.

Jeff Kaplan is the founder of the Managed Service Showplace and Software-as-a-Service (SaaS) Showplace, the highest ranked, vendor-independent, online directories and best practice resource centers focused on SaaS and managed services.

Jeff Kaplan is a frequent speaker at industry conferences and contributing columnist for *BusinessWeek*, *Mass High Tech Journal*, *Financial Times of London*, *NetworkWorld*, *Business Communications Review*, *ComputerWorld*, *InfoWorld*, *InformationWeek*, and others on topics including SaaS, cloud computing, managed services, outsourcing, IT operations and service level management (SLM).

Jeff Kaplan is a well-known consultant within the managed services, SaaS and IT channel markets.

He has been recognized by Jeremy Geelan and *Cloud Computing Journal* as one of the "Top 50 Cloud Bloggers" and named one of "Five Cloud Computing Channel Experts to Track" by Talkin' Cloud.

Jeff Kaplan has a BA in urban planning from Rutgers University and MBA from Boston College.

Testimonials

"Hands down Jeff is one of the best moderators we've looped into Under the Radar! We love having him and he is a pleasure to work with. Thanks again for taking the time to lend your shiny personality to our show,"

- [Dealmaker Media](#).

"Kaplan was our top, vendor-independent speaker at COMDEXvirtual and has built a great personal brand because of his vast knowledge, experience and perspective in the industry."

- [Senior Vice President, Strategic Content - Everything Channel/COMDEXvirtual](#).

Jeff Kaplan

Speech Topics

- Technology
- Cloud Computing

