



**Regis McKenna** founded his own high tech marketing firm, Regis McKenna, Inc., in Silicon Valley in 1970 after working in the marketing departments of two early semiconductor pioneering companies. Over the past 30 years, his firm evolved from one focused on high tech start ups to a broad based marketing strategy firm servicing international clients in many different industries and countries. McKenna retired from consulting in 2000 and is concentrating his efforts on high tech entrepreneurial seed-ventures.

McKenna is included in the San Jose Mercury News' Millennium 100 as one of the 100 people who made Silicon Valley what it is today. McKenna has written and lectured extensively on the social and market effects of technological change advancing innovations in marketing theories and practices.

McKenna and his firm worked with a number of entrepreneurial start-ups during their formation years including: America Online, Apple, Compaq, Electronic Arts, Genentech, Intel, Linear Technology, Lotus, Microsoft, National Semiconducto, Silicon Graphics, 3COM, and many others. McKenna helped launch some of the most important technological innovations of the last thirty years including the first microprocessor (Intel Corporation), the first personal computer (Apple Computer), the first recombinant DNA genetically engineered product (Genentech, Inc.), and the first retail computer store (The Byte Shop). In the last decade, McKenna consulted on strategic marketing and business issues to industrial, consumer, transportation, healthcare, and financial firms in the United States, Japan, and Europe. McKenna continues to be involved in high tech start-up companies through his venture activities.

Regis McKenna pioneered many of the th...

## Regis McKenna

### Speech Topics

- Technology
- Marketing
- Customer Service
- Branding

