



EVERYTHING MATTERS

EUROPEAN TECHNOLOGY LEADERS SUMMIT



Phil Wainwright

Vice President
EuroCloud

Phil Wainwright is an influential commentator and strategist on Internet computing and its impact on business, with a track record of spotting key themes and trends at an early stage. His forthcoming book, *Frictionless Enterprise*, describes how forward-looking enterprises are harnessing the cloud for business transformation, redefining best practice for successful organisations in the 21st century.

He serves as Vice President of EuroCloud, a pan-European business network established to bring together the cloud computing industry in Europe, to act as its collective voice, and to make the case for cloud to European business. EuroCloud is present in 27 European countries and is an important contributor to EU policy processes on cloud computing.

For more than a decade, Phil Wainwright has promoted the business benefits of software-as-a-service and cloud computing and championed industry best practices. His software-as-a-service blog on ZDNet helps shape the agenda for the industry, and he is a frequent speaker and facilitator at industry conferences and customer events.

Wainwright has worked with many of the cloud industry's leading vendors as an independent advisor, helping product teams position their offerings accurately and create compelling messages that capture attention and inspire action. His published output in this role includes white papers, briefings, webinars and presentations for client companies including Salesforce.com, NetSuite, Workday, Appirio, Microsoft, IBM, SAP, Oracle, Intuit and many others.

Phil Wainwright has a degree from University College, London and is based in the UK.

www.dlapiper.com

DLA Piper UK LLP is authorised and regulated by the Solicitors Regulation Authority. DLA Piper SCOTLAND LLP is regulated by the Law Society of Scotland. Both are part of DLA Piper, a global law firm operating through various separate and distinct legal entities. For further information please refer to www.dlapiper.com

UK switchboard: +44 (0) 8700 111 111

Copyright ©2011 DLA Piper. All rights reserved. | DEC 11 | LONDP: UKG\MA\12434766