David Berman Expert Speaker Introduct on (for strategy and Web strategy topics)

[Dale Carnegie recommends: introduce in less than 60 seconds. Make sure you cover these four things:
1. State Topic.
2. Tell Audience Why It Is Important
3. State speaker's qualifications **(choose a few points from the paragraphs below)**
4. Handoff: "Here's David…"]

[*please* **DO NOT READ THIS ALL OUT LOUD. INSTEAD, CHOOSE A FEW FAVOURITE POINTS FROM THESE IDEAS:**]

David was recently appointed a high level advisor to the United Nations on how sustainable design thinking and accessibility can help fulfill the Millennium Development Goals.

Vint Cerf, VP at Google and "father of the internet" says of David's best-selling book *Do Good Design* has now been published in four languages: "I find great resonance with *Berman's* ideas."

David's speaking career has taken him to over 30 countries, sharing his message of how designers can help repair the World through socially responsible professionalism. David is an expert speaker on design, strategy and accessibility, and is a professional member of the Canadian Association of Professional Speakers and the International Federation for Professional Speakers.

David Berman has over 25 years of experience in strategy and communications, acting as a facilitator, coach, and trainer in applying strategic thinking to the management of people, plans, and ideas in large organizations. He trained at the University of Waterloo in computer science and at Carleton University in psychology.

He is a senior strategic consultant to Canada's three largest Web presences, including the Canada Revenue Agency, Statistics Canada, Health Canada, the National Research Council, the Museum of Civilization, Parks Canada, Natural Resources Canada and Treasury Board of Canada.

David has provided strategic branding and design consultation to many clients, including the International Space Station, Canadian Heritage, and the World Bank.

David is an accessibility consultant for IBM, as an expert in the strategic application of W3C standards to make the Web available to people with disabilities and difficulties.

He has provided custom consultation and software needs assessment for private and public sector organizations, including Occidental Petroleum, Intuit Corporation, and Abbott Laboratories.

Since 2002, David has been the National Ethics Chair for the Society of Graphic Designers of Canada, and holds the society's title of Fellow, the highest honour for graphic designers in Canada. This was primarily for work he did developing the constitution and code of professional conduct as first elected president of the Association of Registered Graphic Designers of Ontario.

In 2009, he was re-elected that a third term on board of the Icograda, the world body for graphic design, and has served as vice-president and Sustainability Chair.