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# DAVID B. WHITTLE

## Webworking Services Corporation

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David B. Whittle is Chairman and Principal at Webworking Services Corporation, an international consulting firm based in Springville, Utah serving a carefully selected roster of high-tech clients. Mr. Whittle is a widely recognized expert on creative marketing for strategic advantage, a published author, an accomplished speaker, and an executive consultant with a rich and varied background. He was named by Working Woman magazine as "one of America's most original technological thinkers." He is the author of *Cyberspace: The Human Dimension* (W.H. Freeman, New York, 1997), co-author of *Dvorak's Guide to OS/2* (Random House, New York, 1992), and author of numerous articles in industry and corporate publications ranging from *Smart Computing* to *Executive Excellence*. He has been a speaker or guest lecturer at Duke University, Comdex, the National Institute of Health, FenaSoft, the International Computer Forum and Exposition in Moscow, and countless other civic, association, and educational venues. He has spoken or presented in over 40 states and on four continents to audiences now totaling more than 50,000. His writings and ideas have reached or influenced at least a million readers worldwide.

For over twenty-five years, David has been passionately involved in the digital revolution - including twelve years at IBM. His creative contributions to the industry are many and varied; he has been quoted or featured in numerous influential publications, including the *Wall Street Journal*, the *Washington Post*, the *Los Angeles Times*, *USA Today*, *PC Week*, *InfoWorld*, *OS/2 Professional*, *Brill's Content*, *PC Magazine*, and countless user group newsletters. David was widely known within IBM as a pioneer in the visionary use of worldwide networks. He used IBM's internal networks to popularize and distribute his definitive "PS/2 Technical Reference Tables," which saved IBM a documented \$22 million and earned David one of the largest monetary awards in IBM history. As a forum creator and frequent contributor on IBM's global network, David's widely-read writings shaped IBM history and triggered a cultural phenomenon documented in the mainstream media in the form of an outpouring of candid discussion about IBM's culture and future that shook the company from top to bottom. As IBM's first software evangelist and founder of Team OS/2, the world's first virtual user group, the name Dave Whittle became synonymous with inspiring leadership, creative grass roots marketing, and highly credible commentary on numerous online forums during the infancy of the Internet. David's marketing ideas and activities at IBM were not only imitated by Microsoft, but have been credited by some industry insiders for laying the foundation for many of the grass roots aspects of the Linux enthusiasts' movement.

Since 1996, David has served a prestigious roster of worldwide clients including Intel Corporation (California), iSeeMedia (Ontario), muvee (Singapore), MRI (Illinois), ZipLinq (California), Alpha Software (Massachusetts), Creo (British Columbia), MGI Software (Toronto), User Group Relations (Utah), PowerQuest (Utah), ZSoft (Utah), Wohl & Associates (Pennsylvania), and Invisus (Utah). He is a Hinckley Scholar, a member of Phi Kappa Phi, Beta Alpha Psi, and other service organizations, and has been accorded or awarded numerous honors, including Outstanding Young Men of America, OS/2 Professional Magazine Recognition Award, and, from IBM: Hundred Percent Club, Systems Symposium, Vice President's Award, Branch Manager's Award, Customer Center Award, Suggestion Award, and Quality Award.

Earlier in his career, David was employed by General Mills, Price Waterhouse, and Zeda Computers and taught at Brigham Young University. In 1979, he graduated Cum Laude and with Highest Honors with a Bachelor of Science degree from Brigham Young University's Institute of Public Accountancy. He obtained a Masters of Business Administration, with distinction, from the highly regarded Marriott School of Management at Brigham Young University before joining IBM in 1984.



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