

Charles Reed Anderson



OVERVIEW

Charles Reed Anderson is one of Asia's leading technology industry innovators and thought leaders. His in-depth knowledge of emerging technologies, combined with his understanding of the market demand, provides him with a unique ability to separate industry hype from reality.

His pragmatic, vendor-agnostic approach makes him a valued advisor to influential decision makers across the technology ecosystem.

On the supply side, vendors engage Charles to source innovation, identify strategic partnerships, develop their value proposition and create go-to-market strategies.

On the demand side, Charles is sought out by enterprise customers and governments to de-mystify industry hype, evaluate vendor capabilities and identify use cases that deliver tangible business value.

Charles is a prominent keynote speaker who has presented at over 200 industry events globally, where he shares his candid insights on IoT, Smart Cities, PropTech, Digital Transformation and 5G.

AREAS OF EXPERTISE



INTERNET OF THINGS



PROP TECH



SMART CITIES



**5G, eSIM
LOW POWER WAN**

PORTFOLIO



CHARLES REED ANDERSON & ASSOCIATES

FOUNDER

CRA provides clients with insights into the IoT, Smart Cities & PropTech ecosystems to define go-to-market strategies, understand the competitive landscape, evaluate emerging technologies and identify innovative solutions and vendors.

www.charlesreedanderson.com



MANAGING PARTNER

SparkLabs Connex is the next evolution of the start-up accelerator. Its collaborative model brings together the supply (start-ups) and demand (vendors, cities, universities) sides of the IoT, Smart Cities & PropTech ecosystems to accelerate market access to innovation.

www.sparklabsconnex.com



SENIOR ADVISOR IOT

Charles serves as an advisor to McKinsey & Company and its clients. He provides insights on IoT & Smart City industry trends, evaluates the business models behind emerging use cases and assesses the capabilities and limitations of technology vendors.

www.mckinsey.com



ADVISORY BOARD MEMBER

The GO SMART initiative facilitates collaboration amongst over 370 cities and technology vendors to drive the adoption of Smart City solutions, identify innovative use cases, share best practice and deliver inter-city proof-of-concepts.

www.citiesgosmart.org



FOUNDER & PODCAST HOST

The TechBurst Asia podcast speaks to global leaders about the latest technology industry trends. Past guests include executives from Airbus, Bosch, Daimler, Tata Comms, Telstra, the World Bank Group and leaders in the Venture Capital industry.

www.techburst.asia

CHALLENGES

- What are the emerging trends in our industry – and adjacent industries – that could disrupt our business?
- Which emerging technologies will impact my business and customers – and when?
- Which vendors and technologies should we evaluate and prioritize for the next phase of our digital transformation?



MARKET ANALYSIS & INSIGHTS

- Which sourcing models could we use – and which do our competitors use - to drive innovation?
- How does our solution portfolio compare to the competition and how is it perceived by the market?
- How can we leverage technology to drive operational excellence, gain competitive advantage or better serve our customers?



PRODUCT & SOLUTION STRATEGY

- What is our value proposition and what problems do we help our customers solve?
- Does our marketing messaging address our customer's buying criteria?
- Do our account teams have the right collateral and training to effectively sell against the competition?



GO-TO MARKET STRATEGY

- How can we identify the key players in the IoT, Smart Cities & PropTech ecosystems?
- Which companies should we partner with, invest in or acquire to strengthen our position in the ecosystem?
- How should we shift our ecosystem engagement strategy in the post-pandemic, "next normal" world?



ECOSYSTEM ENGAGEMENT

SOLUTIONS

- Provide insights on industry trends, including the competitive landscape, emerging technology solutions and customer needs.
- Deliver a pragmatic assessment of what will drive or inhibit the adoption of emerging technologies (e.g. 5G, Low Power WAN).
- Assess the capabilities, limitations and market perception of technology vendors.

- Evaluate the models used to drive innovation (e.g. corporate VC, corporate accelerators, innovation labs) and the risks of each.
- Analyze the competitive landscape to identify which vendors are preferred by customers and why.
- Demonstrate how emerging technologies are used to create solutions that transform business and operational models.

- Provide advice on solution positioning and insights into how your solution is perceived by the market.
- Create solution-focused marketing materials that differentiate your offering and address your customers' buying criteria.
- Develop sales collateral (e.g. solution playbooks, crib sheets) and training on sell-with, sell-to & sell-against strategies.

- Identify and evaluate vendors, including MNCs, SMBs and start-ups, for partnership and investment opportunities.
- Develop strategies to define your fit in the ecosystem, showcase your unique and position you as an industry "thought leader".
- Create impactful thought leadership content (e.g. whitepapers, podcasts, videos) that define your vision for the future.

INDUSTRY FEEDBACK



"Unrivalled domain expertise, industry influence and insight."

ANTHONY BARTOLO

Executive Vice President
Chief Product Officer



"Charles is definitely the thought leader on IoT, Mobility & Digital Transformation in Asia Pacific."

BERNARD LEONG

Head of Machine Learning & Artificial Intelligence, ASEAN



"Especially impressive is Charles' ability to crystallize large amounts of information into actionable insights."

THOMAS JAKOB

Regional President, Bosch.IO
Asia Pacific



"Charles has possibly the most unique and candid insights into IoT in Asia. He grasps the changing landscape and does not mince words when it comes to stating facts."

CHIRAYU WADKE

Head of Business Development
Google Cloud - JAPAC



"Charles is a great thought leader on IoT and what it takes for companies to succeed in the marketplace."

JONATHAN NG

Chief Executive
Digital Capabilities Center



"Charles brings a view that is honest reflection, which is needed in an industry that is often bullish and biased on their products."

DANIAL MAUSOOF

Global Head
Enterprise Sales



"Charles is a great ambassador who employs a witty sense of humor when delivering his pointed views on the IoT, Mobility & Digital fields."

CHIN-RONG (CHARLES) LIN

Former Deputy Mayor
Taipei City, Taiwan



"Charles' knowledge and industry network in IoT is unparalleled in Asia"

MICHAEL GRYSSELS

President, True Digital
Chief Digital Officer, C.P. Group