

Michael P. Courtney

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Experienced Researcher

Michael Courtney is the founder of Aperio Insights, a consulting agency focused on marketing research and analysis for various industries such as telecom infrastructure, mobile CE devices, medical equipment, digital goods and financial services.

Mr. Courtney holds an MMR degree (Masters in Marketing Research) from the University of Georgia and has 20 years of marketing research and strategic consulting experience. His areas of expertise include new product development, market segmentation, volumetric forecasting and demand analysis.

Venture Capital Investor

Mr. Courtney was a founding partner in the early-stage Genesis Campus Venture Fund, focused on telecom investments, specifically wireless infrastructure, digital value-added services and payment systems.

As a consultant to venture investors, Mr. Courtney applies marketing research, scenario planning and use-case tools to develop the technology and product roadmaps needed to justify investment decisions. He is a Board Advisor and Angel Investor in multiple startups, and is actively involved in the entrepreneur startup community.

Subject Matter Expert

He has extensive knowledge of telecommunications infrastructure, servers, software, wireless devices and emerging technologies including: multimedia messaging, Bluetooth, power line networking, natural language enterprise search, biometrics, mobile payment systems and various digital services.

Most recently, he led the market research and business plan development for a social media network involving virtual worlds, MMO gaming, digital assets and micropayment/virtual currency systems.

Clients include Nokia, Western Union, Radio Shack, Tango Networks, Semantra, T-Mobile, FedEx, ESRI BusinessMAP, KCI, FUNimation, TelaDoc and EmFinders.

Scenario Planning Futurist

Trained in the Nokia "vision planning process", Mr. Courtney is experienced in long-range scenario planning methodologies that help companies evolve and develop roadmaps for new innovations while influencing and guiding future trends.

He develops complex scenario scorecards that assess the probability and range of implications involved with rapidly evolving technology and new business models. He identifies early warning indicators that signal the emergence and market traction of disruptive new developments.

Speaker and Published Author

A popular seminar leader and speaker at corporate, industry and academic events, Mr. Courtney has also co-authored the book *Wireless Internet, Crash Course*, published by McGraw-Hill.

To learn more about Mr. Courtney and Aperio Insights, please visit www.aperioinsights.com.