

Speaker Biography

Bob Barker

Co-Founder, Electric Dog



Bob Barker runs the 21st Century Human Upgrade Programme for the Leading Edge Forum (LEF), immersing executives in a hands-on practical way to change their mindsets and skillsets. Many executives have never really been shown how or had the time or interest to understand 'digital' in more detail. The 21st Century Human Upgrade Programme is a chance to do that for executives & employees, as well as have the coaching support to help them to make a change.

Bob has 30 years in the technology industry working as a marketer in companies including Oracle, SAS, NCR and in smaller software and technology firms in various roles: CMO/Marketing Director, Head of Digital and Social Marketing, Product Marketing, Industry Marketing & Corporate Communications.

From a community perspective, Bob helped save a school from closing by orchestrating parents to purchase the property required and was also instrumental in bringing Hillsong Church to Tonbridge (a 21st Century Church) where he coaches people on getting digitally ready to find new jobs.

Bob is a regular publisher, speaker, commentator on digital and social media skills and can be found on Twitter @bob_barker and [Linkedin.com/in/bobbarkeruk/](https://www.linkedin.com/in/bobbarkeruk/)