



# George Berkowski

Digital Entrepreneur and Chief Product Officer at GoCompare



## CSA CELEBRITY SPEAKERS

George Berkowski is a seasoned digital entrepreneur who is currently Chief Product Officer at GoCompare. He is also the co-founder of DeepAR.ai, an augmented reality technology platform that enables any app or website to add Snapchat-like masks, lenses, filters and special effects with a simple software development kit.

**"Don't ever listen to people who says it is good enough because it never will be. Building a great product is a fluid, ongoing process"**

### In detail

He is director of Isbjorn, a product management consulting company with clients in Media, eCommerce and Transportation in Europe and Silicon Valley. Previously he was Chairman of MIT's Enterprise Forum in the UK and led the product team at the taxi hailing app Hailo, launching the app in 13 cities and helping drive the first \$150 million in revenue before acquisition by Daimler in 2016. He is also the author of 'How to Build a Billion Dollar App'.

### What he offers you

Apps have changed the way we communicate, shop, play, interact, and travel, and their phenomenal popularity has presented possibly the biggest business opportunity in history. George gives audiences exclusive access to the secrets behind the success of a select group of apps and will show what it really takes to create your own billion-dollar, mobile business.

### How he presents

A dynamic and engaging speaker his tailored keynotes are supported with strong and dynamic content.

### Topics

Digital Disruption  
The Sharing Economy  
Mobile and Killer Apps  
Product Innovation  
The Future of Multi-Platform Technology  
Life Long Learning

### Languages

He presents in English.

### Want to know more?

Give us a call or send us an e-mail to find out exactly what he could bring to your event.

### How to book him?

Simply phone or e-mail us.

### Publications

2015

How to Build a Billion Dollar App