



Omer's biography

Omer Wilson

Head of Marketing APAC at Digital Realty

Omer is Vice President and Head of Marketing for the Asia Pacific region at Digital Realty, a leading global provider of Data Centre, Colocation and Interconnection Solutions.

He is also a regular Keynote Speaker at Industry Events across the globe, focusing on Technology, Data Infrastructure, [Marketing](#) Trends and Futurist themes. Omer has held a number of Marketing/Strategy [Leadership](#) and Product Development positions within the IT, Consulting, Real Estate and Media industries.

Trained originally as a Marketing Specialist by IBM Corporation via their Global Graduate Scheme with subsequent industry experience gained in global [brand development](#), product/venture company launches and Marketing/PR strategy and execution.

Omer Wilson's achievements

- Voted as DataCloud 'Data Centre Marketer of the Year' at their 2015 Awards Ceremony in Monaco
- Chosen by LinkedIn as one of the Top 10 Most Engaged Marketers in Singapore for the Year 2015
- Voted as One of The Top 50 Marketers in Asia for 2016 by the World Brand Congress at their 7th CMO Asia Awards in Singapore.
- Voted as DataCloud 'Asia Marketer of the Year' at the 2018 Awards Ceremony, held at The Capella Hotel in Singapore
- Voted as one of the Top 100 Most Influential Global Marketing Leaders at the 5th World Marketing Congress Awards, held at the Taj Lands End in Mumbai, India during November 2018

His specialities include

- Keynote Public Speaking
- Marketing Strategy and Consulting
- Digital Marketing Strategy
- Start-Up and Venture Companies
- Data Centre Infrastructure and Investment
- Futurism

- Asia Pacific
- Emerging Markets
- Competitor Analysis
- Brand Development
- Market Segmentation and Sizing
- Proposal Management
- Account Growth and CRM Optimisation
- Analyst Relations
- Customer Acquisition, Retention and Loyalty
- Thought Leadership
- Advertising and Public Relations
- Partner Programs and Channel Development

Omer is also the Founder of Anatolia Asia Consulting Group. Anatolia Asia delivers Technology and Marketing keynote presentations, seminars, training, workshops and consultancy to a wide range of industry clients. Their expertise is in transitioning early stage start-up technologies within areas such as Data Centers, AI, High-Performance Compute and Cognitive Computing from Asia Pacific into key developed and emerging markets across the world. Their mission is to build and nurture ethical Technology For Humans ventures which will ultimately enhance and not replace humankind.

Omer's talks

- **Artificial Intelligence, AR/VR and the Hyperscale Cloud - A Data Centre fit for the 4th Industrial Revolution?**
- **The emergence of Asia Pacific as a home for the new Silicon Valley(s)**
In China, thousands of years of trade has been uniquely driven by the concept of 'Guanxi'. The idea of building a network and lasting relationship between the Seller and the Buyer. In the Asia of today, many of the World's new Technology Giants are achieving a Digital 'Guanxi' with millions of consumers that the rest of the business world would benefit from following very closely. Guanxi ?? – A Chinese term meaning “networks” or “connections,” understood to be a network of relationships designed to provide support and cooperation among the parties involved in doing business...
- **The Heart of a Smarter Planet? Data Centers of the Future**
Genetics, nanotechnology and robotics are the cornerstones of the next technology revolution. Moore's Law is being revisited and the potentials are limitless. Underpinning all of this will be Data Centres – the infrastructure layer where all new technologies, apps and business will emerge, grow and flourish. What does the future hold for this network of critical infrastructure which now underpins how each of us lives, works and plays? What does it mean for Singapore, South East Asia and all of APAC? How will Data Centre construction & location choices be impacted by the rapid global growth of the HyperScale Cloud?
- **Targeting the Individual in an Era of Zettabytes - Achieving Digital 'Guanxi'**
Guanxi ?? – A Chinese term meaning “networks” or “connections,” understood to be a network of relationships designed to provide support and cooperation among the parties involved in doing business...In today's Data driven world of modern iMarketing we are able to reach numbers of consumers that previous generations of Marketers could only dream of. We can target thousands, if not millions of users in multiple geographies and industries with the single click of a button. However, with increased capability and modern digital tools, the ability to connect on an individual

basis and build a lasting brand relationship with your consumer has become harder than ever. In this session, Omer M. Wilson, from global Data Centre giant, Digital Realty, will talk of the modern impact of Data and Digital Marketing in building unique relationships with the consumer. Sharing insights on how the explosion of Data is driving the growth of hyperscale Data Centres across the globe and how the Asia Pacific region especially is seeing some of the most exciting trends in consumer technologies and innovative digital marketing tools & tactics. He will also discuss the convergence seen in B2B and B2C models, with the 'relationship based' selling tactics of the B2B world being beneficial to consumer brand building and likewise many traditional B2C channels being targeted by many B2B sellers...Learn how can you build strong brand relationships with the individual consumer in today's Exponential and Data driven world. See how the fast-evolving digital marketing world of Asia is targeting millions of consumers with new engagement models, tools and tactics which will lead the World in the coming decades...

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