**Harry Brelsford**

  
  
Harry Brelsford is the Founder of SMB Nation (www.smbnation.com) from Bainbridge Island, WA. He is a long-time SMB channel partner who has served customers and mentored other partners (SMB Nation has over 40,000 members who are SMB technology consultants). He oversees the popular SMB Nation worldwide events including webinars, workshops and multi-day conferences. He holds an MBA (and numerous certifications such as MCSE, MCT, CNE, et al) and is the author of 17-books on technology and business topics. He is also the publisher of SMB Partner magazine. His 20-years of SMB technology experience were supplemented by teaching 12+ years at night as an adjunct professor at Seattle Pacific University and other higher-learning institutions. He served as the Dean in the Graduate School of Technology at Aspen University. Harry is an in-demand speaker at industry events. Harry’s recent books include the Microsoft Response Point Primer and Microsoft Small Business Server Blueprint. An active entrepreneur, Harry is the force behind the SMB Nation, Telephonation, O365nation.com and XPmigrations.com.

**Jeff Shuey**

  
Jeff is an expert in the Enterprise Content Management industry. He brings over 20 years of Channel Sales, Partner Marketing and Alliance expertise to audiences around the world in speaking engagements and via his writing. He has worked for Microsoft, Kodak, and K2. He is currently the consulting with Microsoft and partners to drive Community Engagement and Alliances.Jeff is an expert in the Enterprise Content Management industry. He brings over 20 years of Channel Sales, Partner Marketing and Alliance expertise to audiences around the world in speaking engagements and via his writing. He has worked for Microsoft, Kodak, and K2. He is currently the consulting with Microsoft and partners to drive Community Engagement and Alliances.

**Grace Schroeder**  
**CEO, idea2, Ltd.**

  
Grace is a product/marketing professional with expertise in product launch and sales management systems in Financial Services and Telecommunications industries.

**Greg Plum**  
**Principal, Plum Unified Communications, LLC**

  
  
Greg Plum recently launched PlumUC to provide the telecom and IT channels access to a wide range of unified communication, conferencing & collaborations solutions. In his previous roles, Plum was director of business development for the Conference Group and the vice president of channel development for StartMeeting, an affiliate of FreeConferenceCall.com. Plum has been involved in channel development since 2001 and has enjoyed building channel sales operations from scratch. In addition, he currently serves as a faculty member of CompTIA, and a Microsoft training specialist for Brainstorm, Inc.

Plum’s passion for the channel, as well as his desire to form long-term relationships with his partners, has gained him the honor of being named a Channel Executive of the Year Finalist in 2009, 2010, and 2011. He oversees all aspects of channel operations, from policy development and implementation, to partner education and certification. A primary focus of Plum’s company is to assist Microsoft partners with understanding and implementing voice options for Office 365 and Skype for Business.

Plum lives in Delaware with his wife and two children. He enjoys spending time with his family, distance running, everything about the beach, and renovating their 175-year-old farmhouse, especially since it’s almost done!

**Karl Palachuk**

**Owner, Small Biz Thoughts**  
  
Karl W. Palachuk is the owner of Small Biz Thoughts. His very popular Small Biz Thoughts blog provides advice for small business owners and managers, and his business consulting books for IT professionals have been top-ranked on Amazon for years.

Karl earned his Bachelor’s Degrees from Gonzaga University in Spokane, Wash., and his Master’s Degree from University of Michigan. He is a Microsoft Certified Systems Engineer and Microsoft Certified Small Business Specialist.

**Patrick Houston**

  
**Founder, MediaArchiTECHs**  
  
I’m the founder of MediaArchiTECHs, a company devoted to providing expert buying advice to business — at a scale that can only be reached through digital distribution. Our first offering: CloudBase3.com, a site to help small businesses choose mission-critical, cloud-based SaaS services by connecting them to tech experts, including channel partners who can use their intellectual capital to engage with potential new customers. I’ve been building and operating digital tech-related properties since the mid-1990s. Most relevantly, I served as editor-in-chief at CNET.com, and as the founding general manager for Yahoo! Tech.

**Robert Crane**   
**BE MBA MCP MVP**

  
Robert has a degree in Electrical Engineering as well as Masters of Business Administration. He is a Certified Office 365 Administrator and SharePoint Professional. Robert has over 20 years of IT experience, including working on Wall St in New York. He has been recognised by Microsoft as an Office 365 Most Valued Professional since 2012. He is the Principal at the Computer Information Agency based in Sydney Australia. Apart from working with client technical and business issues, Robert continues to present at seminars locally and internationally He can be contacted directly via [director@ciaops.com](mailto:director@ciaops.com).

**Tim Renollet**  
**Director, Solutions Engineering at RingCentral, Inc.**

  
  
With a degree in Information System Technology, Tim has been in technology for over 20 years, specializing in telecommunications, networking and cloud communications including VoIP. Previous to joining RingCentral in 2011, he was a founder and partner of Mavidea Technology Group and a convergence technology professional with Heart Technologies serving companies like State Farm Ins., Caterpillar Inc., AIG Insurance, and Mitsubishi.