

Geoffrey Moore, Acclaimed High Tech Business Visionary, Bridges “Crossing the Chasm” to “Crossing the Cactus” May 3rd

Geoffrey Moore, author of the best-selling business book, Crossing the Chasm, will keynote for a unique event exploring startup ideas that lead to jobs.

SANTA FE, NM, UNITED STATES, March 24, 2022 /EINPresswire.com/ -- The [Crossing the Cactus Summit](#) in Santa Fe, NM, May 2 – 4, 2022 is pleased to announce that [Geoffrey Moore](#), author of the best-selling business book, Crossing the Chasm, will keynote for the unique event exploring startup ideas that lead to jobs.



“Today Crossing the Chasm is an iconic management process in the venture capital world that helps startups successfully transition new products to high volume, mainstream markets. The original Crossing is an obvious reference for Crossing the Cactus”, says Dave Blivin, Summit co-producer and Managing Director of Cottonwood Technology Funds. “The Cactus reference is symbolic of the majority of the world where innovation is plentiful, but not always leading to job creation in their regions of origin – most often due to the lack of capital and management in proximity to

“

We are honored to have Geoffrey kick off our Summit and set the stage for two days of best practices and idea-sharing on how to successfully create and retain these jobs.”

Dave Blivin, Managing Director of Cottonwood Technology Funds.

the ideas. We are honored to have Geoff kick off our Summit and set the stage for two days of best practices and idea-sharing on how to successfully create and retain these jobs.”

Geoffrey Moore is an author, speaker, and advisor who splits his consulting time between start-up companies in the Wildcat Venture Partners portfolios and established high-tech enterprises, most recently including Salesforce, Microsoft, Autodesk, F5Networks, Gainsight, Google, and Splunk.

Geoffrey’s life’s work has focused on the market dynamics surrounding disruptive innovations. His first book, Crossing

the Chasm, focuses on the challenges start-up companies face transitioning from early adoption

to mainstream customers. It has sold more than a million copies, and its third edition has been revised such that the majority of its examples and case studies reference companies come to prominence from the past decade. Moore's most recent work, *Zone to Win*, addresses the challenge large enterprises face when embracing disruptive innovations, even when it is in their best interests to do so.

Besides his talent for writing best-selling books, Geoffrey has an engaging wit that brings even the driest business discussion to life. He says he has never met a microphone he didn't like, and his speaking schedule attests to an ability to engage with an audience.

The Crossing the Cactus Summit (CTCS) is rooted in education leader Innovate+Educate's Close It Conference, founded by Jamai Blivin. CTCS expands the concept of closing the skills gap with innovative education and workforce training to the place where jobs germinate: the startup.

For details on the CTCS including the full program, list of speakers from large employers, investors, educators, and workforce training visionaries, and more, go to <https://www.crossingthecactus.com/>

You can register for the CTCS using the code CHASM. CTCS attendees may also add an invitation to a special private reception in the evening with Geoffrey on May 2 and receive a signed copy of the new *Crossing the Chasm* edition. Only the first 250 registered CTCS attendees who add in the special event may receive an invitation to the private Geoff Moore reception.

Direct questions to Dave Blivin at dave@cottonwood.vc, or Jamai Blivin at Jamai.Blivin@innovate-educate.org

jamai w blivin
Innovate+Educate
+1 505-629-7071
jamai.blivin@innovate-educate.org

This press release can be viewed online at: <https://www.einpresswire.com/article/566447623>

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.

© 1995-2022 IPD Group, Inc. All Right Reserved.