



TALK

PEOPLE ARE SAYING:

“What a wonderful talk: you explained everything really well and engaged the audience with an interesting variety of clear, relatable stories and examples, from Bill Gates to Tom Clancy. You looked so comfortable up there—just a fabulous speaker!”

—Pam Grange, Event Operations Manager, Peninsula Arts & Letters (the nonprofit partner of Kepler’s Books)

“Marina’s an engaging speaker who brought her book topic alive for our audience at Xerox PARC. She skillfully weaves vivid metaphors to explain her original ideas in a direct and accessible way. Her lively presentation style is a great match for her fascinating message.”

—Paul Sas, Behavioral economist / Founder of Motivation Engineers

SESSIONS: Keynote, In-Service Training, or Workshop
TIME REQUIREMENTS: 1-hour, 90-minute, or 1/2-day

Marina Krakovsky, author of *THE MIDDLEMAN ECONOMY*, frequently speaks to professional groups, associations, and companies that include Google. Topics are readily tailored to diverse sectors of industry that operate as middlemen in today’s changing economy, including business consultants, journalists, B2B leaders, real estate professionals, hospitality and travel consultants, wedding planners, agents, brokers, and small-business owners.

SPEAKING TOPICS:

■ Find Your Power in the Middle

We usually think of all the power belonging to people at the top. But some of the most powerful and prosperous positions in today’s economy are hidden in plain sight: in the middle. Middlemen—the women and men who serve as true connectors in today’s business world—have great power, but often don’t recognize the untapped potential of their pivotal position. In this talk, Marina Krakovsky shows six ways to own the power in the middle, which leads to more influence, more opportunity, and ultimately a better career.

■ The Middleman in the Age of the Internet (as seen in [Authors@Google](#))

Today’s hyper-connected Age of the Internet makes the role of middleman more prevalent than ever. From appliance flippers on Craigslist and PowerSellers on eBay to Internet-enabled middleman businesses like Airbnb, TaskRabbit, and ZocDoc (and the many venture capitalists who fund them), middlemen thrive in the modern economy. Krakovsky shatters old stigmas about middlemen of yesteryear, explaining why some middlemen have disappeared while many others have gained in importance. She offers clear suggestions about what today’s businesses must do to make technological progress work for them, not against them.

MORE SPEAKING TOPICS:

- We Are All Middlemen
- Network Like a Middleman
- Making the Middleman Your Partner



FOR INTERVIEWS

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