

# Lon Safko - BIOGRAPHY



Lon Safko is an innovator, inventor, bestselling author, speaker, trainer, consultant, and is the creator of the “First Computer To Save A Human Life” as coined by Steve Jobs, Apple, Inc. That computer, along with 18 of Lon’s inventions are part of the permanent collection of the Smithsonian Institution in Washington, D.C. along with 30,000 of Lon’s personal papers. Lon also has 14 inventions in the collection of The Computer History Museum in Mountainview, CA.

***Lon hosted the first ever PBS Television Special “Social Media & You... Communicating In A Digital World”.***



Lon developed the world’s first “voice recognition”, “voice synthesizing” and pioneered home automation, all done with the physically challenged in mind. Lon is also the designer the archetypes for the Apple Newton world first PDA, & Microsoft’s “Bob” operating system. Lon also invented those handy little “Tool-Tips” help-balloon pop-ups!

Lon has founded over 14 companies, including Paper Models, Inc., based on Lon’s “Three-Dimensional Internet Advertising” and “Virtual-Electronic-Retailing” (V-E-Tailing) for business, promotions, and education for which Lon holds three United States Patents.

Lon is a 2017 Pulitzer Prize Nominee and author of multiple innovative bestselling books; “The Social Media Bible,” published by John Wiley & Sons, now in its Third Edition and five languages and hitting #1 on Amazon is the most comprehensive book on social media marketing ever written and just broke the \$2m retail sales mark.



Lon’s newest bestseller, “The Fusion Marketing Bible”, published by McGraw Hill is already in three languages and hit #3 on Amazon will change the way the world will be doing marketing in 2020. The Safko Wheel

Marketing Toolkit will leverage your existing marketing to make it significantly more effective, while adding to your company’s bottom line, without any additional expense.

Lon is also a renowned international speaker, trainer, and coach, teaching the world’s largest companies how to harness innovative thinking, social media, and digital communications strategies, to create higher productivity and profits. Lon’s presentations are personalized to help corporate, government, higher ed, and non-profit executives improve their operations and performance by capturing their innovative potential.

Lon has been recognized for his innovation with such prestigious awards as; The Westinghouse Entrepreneur of the Year, Arizona Innovation Network’s Innovator of the Year, The Arizona Software Association’s Entrepreneur of the Year, twice nominated for the Ernst & Young / Inc. Magazine Entrepreneur of the Year, The Public Relations Society of America’s, Edward Bernay’s, Mark of Excellence Award.

Lon has also been featured in Entrepreneur Magazine, PC Novice, INC. Magazine, CFO, Popular Science Magazine and the New York Times just to name a few. Lon is the first appointed Ambassador to SCORE, is an USA Today CEO Advisor, and is now part of the Guinness Book of World Records, saved Betsy Ross to the history books, and... is a member of MENSA!



***Lon lives in the future at the intersection of marketing & technology.***

***Let Lon show you and your team the road map to success!***



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