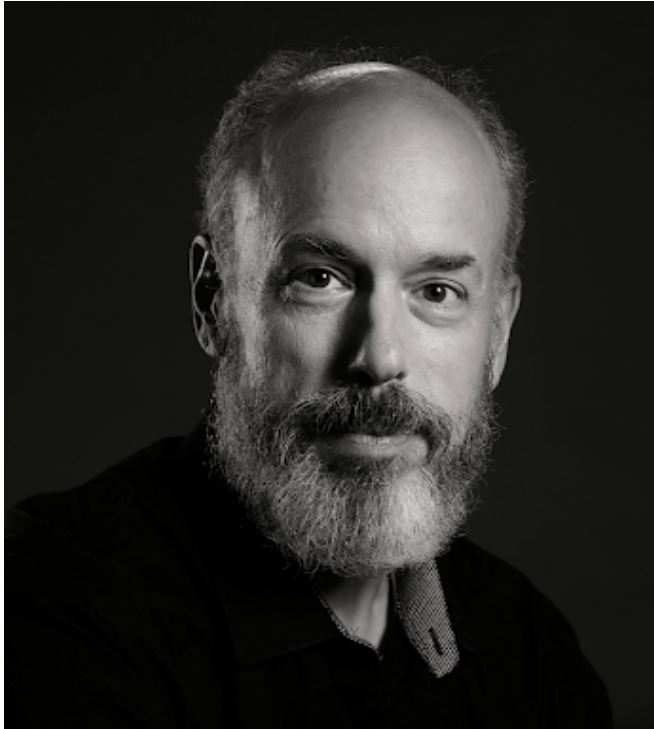




## 2024 Page Spring Seminar



**Bob Pearson**  
CEO and Chair, The Bliss Group  
and The Next Practices Group

Bob is Chair of The Next Practices Group, a network of founder-driven consulting firms that work together to advance innovation and develop the “next practice” in their respective fields to create an advantage for their clients. The firms are centered in communications, marketing, public affairs and security. All firms benefit from expertise in data science/analytics, PESO media, social purpose, intelligence and software solutions.

Bob also serves as Chair of The Bliss Group, a leading communications firm and Chair of Next Solutions Group, a firm focused on public affairs and crisis/issues management.

He has played a key role in building two media firms that are ranked in the top 50 worldwide (GCI Health and Real Chemistry), he led the creation of the Fortune 500’s first global social media function at Dell and he has served as a global leader in communications at Rhone-Poulenc Rorer (now Sanofi) and Novartis, as well as Dell.

He has written five books based on his experience in the public and private sectors. Two relate to digital media innovation (PreCommerce and Storytizing), one focuses on how to build powerful narratives (Crafting Persuasion), the fourth reflects on how to combat bad actors (Countering Hate) and Firm Beliefs shares 100 pieces of wisdom on how to build a great team, practice or firm.



Since teaching is often the best way to learn what's next and reinforce what works today, Bob designs and teaches new classes as an adjunct professor at The University of Texas McCombs School (new digital media models, persuasive selling, generative AI) and as a lecturer for the U.S. Government with a focus on combating disinformation and extremism. Bob has served on the Defense Science Board (U.S. Department of Defense) and was a member of a working team that studied the global semiconductor industry in support of the recent CHIPS Act.

He is an investor and advisor for both technology and purpose-led companies that, ironically, all start with an A or an I. The "AI" organizations are A (Aimcast, Airtory, Autonomize.ai and Association for the Multiple Impaired Blind) and I (Iternal Technologies and Ideas Beyond Borders). Bob is also an advisor for the Krach Institute for Tech Diplomacy at Purdue University.

Bob resides in Austin, Texas with his wife, Donna.