



**INTRODUCTION  
JOHN PATRICK**

John Patrick is President of Attitude LLC. He is also a thirty-five year veteran of IBM where he served as the VP of Internet technology. But if you read between the lines — or have heard him speak at conferences throughout the world or read one of the many articles he’s been featured in — you’ll see that John’s unofficial title is *“technology visionary.”* It’s one of the reasons why **Business 2.0 magazine** named him *“one of The 25 Most Intriguing Minds of the New Economy.”*

John was a founding member of the World Wide Web Consortium at MIT in 1994, a founding member and past chairman of the Global Internet Project, a member of the Internet Society and the American College of Healthcare Executives, a senior member of the Association for Computing Machinery, and a Fellow of the Institute of Electrical and Electronics Engineers. John has been a business and technology advisor to numerous companies and serves on several boards and advisory councils.

Please join me in welcoming John Patrick!