



## J.B. Wood

President and CEO

J.B. Wood is president and CEO of the Technology & Services Industry Association (TSIA), the leading association for today's technology and services organizations. Through TSIA, Wood works with the world's largest B2B technology companies on strategies to increase growth and profitability through the optimization of their services, sales, product, and channel operations.

He is a frequent industry speaker on the topics of business outcome engineering, X-as-a-Service (XaaS) business models, transformations in the traditional customer-supplier relationship, and TSIA's LAER customer engagement model (Land, Adopt, Expand, and Renew).

Wood has authored several popular books, including *Complexity Avalanche* (2009), *Consumption Economics* (2011), *B4B* (2013), *Technology-as-a-Service Playbook: How to Grow a Profitable Subscription Business* (2016) and *Digital Hesitation: Why B2B Companies Aren't Reaching Their Full Digital Potential* (2022). He has also appeared in such leading publications as *Fortune*, *The New York Times*, and *The Wall Street Journal*.

J.B. frequently writes about these topics on the TSIA blog: customer outcomes, B4B, X-as-a-Service (XaaS), and the LAER Model.