



Patrick Schwerdtfeger

Business Futurist & Keynote Speaker

INTRODUCTION

Patrick Schwerdtfeger studies technology use cases and success stories. Over the years, he has accumulated hundreds of case histories, including many within the franchise industry, and uses them to customize presentations for industry-specific audiences.

In his personal life, Patrick founded OC Happy Hour (with over 5,000 members) and enjoys salsa dancing and riding his Honda Shadow Phantom motorcycle. He's also an avid stock market "swing trader" employing both manual execution and automated trading algorithms.