

Lon Safko is a serial 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 professional papers. Lon also has 14 inventions in the collection of The Computer History Museum in Mountain View, CA.

Lon starred in the first ever PBS Television Special on social media, “Social Media & You... Communicating In A Digital World”. Designed the world’s first Artificial Intelligence reporting system for the United States Department of Energy at Hanford.

Lon developed the world’s first “voice recognition”, “voice synthesizing” and pioneered home automation, with the physically challenged in mind. He is also the designer of the archetypes for the Apple Newton world first PDA, and Microsoft’s “Bob” operating system. And, Lon invented those handy little help-balloon pop-ups “Tool-Tips”! He brought to market the world’s first Virtual Reality Operating System and the First Artificial Intelligence Nuclear Waste Tracking System for the United States Department of Energy.

Lon has founded over 14 companies, including Paper Models, Inc., based on “Three-Dimensional Internet Advertising” and “Virtual-Electronic-Retailing” (V-E-Tailing) concept for business, promotions, and education for which he was awarded 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 which hit #1 on Amazon, is the most comprehensive book on social media marketing ever written, and exceeded \$2M retail sales.

Also a bestseller is, “The Fusion Marketing Bible”, published by McGraw Hill is published in three languages, hit #3 on Amazon, and the concept is patent pending. The Safko Wheel Marketing Toolkit leverages your existing marketing to make it significantly more effective, while adding to your company’s bottom line, without any additional costs.

Lon’s most recent bestseller “The Innovative Thinking Bible, Cracking The Creativity Code” is 300 full-color pages of innovative techniques ideas with more than 200 innovative quotes, and 40 brain training exercises.

Lon is also a renowned international speaker, consultant, and trainer, teaching the world’s largest companies the concepts to harness innovative thinking, social media, and digital communications strategies, creating higher productivity and profits. His presentations are personalized to help corporate, government, higher-education, non-profits, and executives improve their operations and performance by cracking 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 a USA Today CEO Advisor, and is now listed in the Guinness Book of World Records. He even saved Betsy Ross to the history books! And... as you can imagine, Lon is a member of MENSA!

