

*The Most
Visionary Business
Leader to Watch
Out in 2025*

**Green Business Revolution:
Sustainable Practices That
Will Dominate 2025**

**Growth Markets in 2025:
Where to Focus Your
Business Efforts**

**Chairperson
Linda's Electric Quilters**

**BOLD VISIONS, BIG DREAMS:
THE INNOVATOR REDEFINING
GAMING, AI, AND E-COMMERCE**

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Jonathan Shroyer: Redefining the Future of Outsourcing and Customer Experience



Innovation thrives where vision meets action, and Jonathan Shroyer stands at the forefront of this transformation. As the Chief CX Innovation Officer at Arise Virtual Solutions and former CEO of Officium Labs, Jonathan is redefining customer experience (CX) by integrating disruptive strategies with a human-centric approach.

From childhood explorations of maps to charting a global course in CX leadership, Jonathan's journey is a testament to fearless innovation. Drawing inspiration from history's greatest pioneers, he views CX not just as a service but as a strategic growth driver. His leadership at Arise, including the launch of the CX Lab in San Francisco, reflects his commitment to reshaping outsourcing through cutting-edge research and development.

With a 20-year roadmap that led him to entrepreneurial success, Jonathan's influence extends beyond business—his forthcoming memoir, *Becoming Jonathan*, will share his transformative insights. As CX evolves in the digital age, his work ensures that businesses worldwide deliver experiences that foster loyalty, engagement, and long-term success. Jonathan Shroyer is not just leading CX innovation—he's shaping its future.

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Cover Story

JONATHAN SHROYER
CHAIRPERSON
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JONATHAN
SHROYER

**Jonathan Shroyer: Redefining the Future of Outsourcing and Customer Experience
Innovative Leadership in the Age of Digital Transformation**

Leadership is often likened to exploration—charting uncharted territories, breaking conventions, and reshaping industries. True pioneers blend courage with vision, constantly pushing the boundaries of what's possible. Jonathan Shroyer epitomizes this pioneering spirit, bringing innovation, disruption, and transformation to the world of customer experience (CX). As the former CEO and Co-founder of Officium Labs and the current Chief CX Innovation Officer at Arise Virtual Solutions, Jonathan is on a mission to revolutionize how businesses interact with their customers, making CX a driving force for long-term success.



JONATHAN

A Pioneering Mindset: The Foundation of Leadership

For Jonathan, pioneering isn't just a philosophy—it's an action-driven approach that requires fearless innovation, calculated risks, and relentless pursuit of improvement. He draws inspiration from legendary changemakers such as Harriet Tubman, Martin Luther King Jr., Nikola Tesla, Steve Jobs, Oprah Winfrey, and Mahatma Gandhi—individuals whose groundbreaking work reshaped history. Like them, Jonathan envisions a future where customer experience is more than just a business strategy; it's a core driver of organizational growth, customer retention, and industry transformation.

Early Influences: From Maps to Mindsets

Jonathan's fascination with exploration and problem-solving began in childhood. Hours spent poring over maps and memorizing geographical details instilled in him a deep appreciation for interconnectedness—a perspective that would later shape his leadership approach. He learned early on that success is a combination of controllable and uncontrollable variables, much like the way maps define territories but do not dictate the journeys taken within them. This early exposure laid the foundation for his ability to strategize, anticipate challenges, and develop visionary solutions.

A Natural Leader from the Start

Even as a child, Jonathan exhibited strong leadership instincts. He recalls an experience in first grade when he instinctively stood up to protect his sister from bullies. That innate sense of responsibility, advocacy, and problem-solving has remained a hallmark of his leadership philosophy. Today, he champions a culture of safety, empowerment, and innovation, enabling individuals to thrive beyond expectations.

A Revolutionary Perspective on Customer Experience

Jonathan's approach to CX is not confined to conventional business models. While many organizations view CX as a tactical function, he sees it as an opportunity to maximize lifetime customer value and revenue. Through collaboration with industry veterans, he identified significant gaps in traditional CX models and sought to develop solutions that not only improve customer acquisition but also drive organizational success.

Disrupting the Norm: Transforming the Outsourcing Landscape

With over two decades of global leadership experience—including tenure at Microsoft and Electronic Arts—Jonathan has always been at the forefront of business transformation. His shift into outsourcing and offshoring consulting was fueled by a desire to level the playing field. He believes that geography should never be a barrier to success and is committed to creating opportunities for businesses and individuals worldwide.

Entrepreneurial Excellence: Building a Legacy of Innovation

As the Chief CX Innovation Officer at Arise Virtual Solutions, Jonathan continues to push the boundaries of what's possible in customer experience. His responsibilities extend across various divisions, including Arise Gaming and Consulting, as well as the upcoming launch of the CX Lab in San Francisco—an innovation hub designed to redefine service excellence.



STRENGTHENING CLIENT RELATIONSHIPS AND MARKET PRESENCE



At the heart of Jonathan’s strategy is client satisfaction. He understands that strong, long-term relationships are key to business success. His company employs a mix of traditional marketing methodologies, social proof marketing, and word-of-mouth strategies to reinforce its market leadership. By integrating research and development (R&D) into everyday business operations, he ensures that Arise stays ahead of industry trends.

Investing in the Future: The Role of Research & Development

Unlike many companies that focus solely on technological incubation, Jonathan emphasizes R&D as a means to shape the future of service itself. He operates with a forward-thinking approach, ensuring his business remains five or more years ahead of industry trends. This proactive strategy allows Arise to consistently introduce cutting-edge solutions that drive meaningful impact.

A Long-Term Vision: From a 20-Year Plan to Reality

Jonathan’s entrepreneurial journey was not accidental—it was meticulously planned. At 21, he crafted a 20-year roadmap to becoming a CEO. By 41, he had achieved that dream with the founding of Officium Labs. The journey was filled with challenges, breakthroughs, and invaluable learning experiences. Throughout it all, he credits the unwavering support of his partner, Kristen Kator, and his son, Andersen, for providing strength and inspiration.





Beyond Business: The Journey of Self-Discovery

Jonathan is set to share his insights, struggles, and triumphs in his forthcoming memoir, *Becoming Jonathan*. The book will offer an intimate look at his life's journey, from early aspirations to becoming a global leader in customer experience innovation. Through this memoir, he hopes to inspire others to pursue their dreams with resilience, strategic vision, and an unwavering commitment to making a difference.

Innovative Ventures at Arise Virtual Solutions

Jonathan's role at Arise extends beyond leadership—it's about pioneering the next frontier of customer experience. The establishment of the CX Lab in San Francisco is a testament to his commitment to reshaping industry standards. By leveraging traditional marketing techniques alongside cutting-edge research, Jonathan ensures that his company not only adapts to change but drives it.

A Vision for the Future

Looking ahead, Jonathan envisions a world where businesses optimize their customer experiences to reach their full potential. His ultimate goal extends beyond professional achievements; he aims to foster meaningful connections between individuals and the products and services they love. By helping businesses unlock their true CX potential, he ensures that both companies and consumers experience maximum value and satisfaction.

Conclusion: Leading the Charge in CX Innovation

Jonathan Shroyer's journey is a testament to the power of leadership, vision, and relentless pursuit of excellence. His pioneering mindset, combined with his deep-rooted belief in innovation and customer-centric strategies, continues to redefine the future of outsourcing and CX. As he leads the charge in transforming the industry, Jonathan remains steadfast in his mission: to empower businesses, elevate customer experiences, and create a world where service is not just a function—but a powerful force for growth and transformation.

In a rapidly evolving digital landscape, leaders like Jonathan Shroyer remind us that the future belongs to those who dare to innovate, disrupt, and reimagine the possibilities of tomorrow.

JONATHAN SHROYER
CHAIRPERSON
LINDA'S ELECTRIC QUILTERS







BUSINESS BLOG

**GREEN BUSINESS REVOL
PRACTICES THAT WILL D**



OLUTION: SUSTAINABLE DOMINATE 2025

As the world faces escalating environmental challenges, businesses are increasingly adopting sustainable practices to align with global goals for a greener future. By 2025, the integration of environmentally friendly policies and operations will no longer be optional but essential for long-term success. This blog delves into the key sustainable practices expected to dominate the corporate landscape and highlights why now is the time to embrace the green business revolution.

1. The Rise of Circular Economy Models

The linear “take, make, dispose” model is gradually being replaced by circular economy practices, which emphasize resource efficiency and waste reduction. Companies are embracing recycling, reusing, and remanufacturing to minimize environmental impact.

Key Examples:

IKEA: By 2025, IKEA aims to become a fully circular business by offering furniture rental services and take-back schemes to refurbish used items.

Apple: The tech giant continues to lead with initiatives like Daisy, a recycling robot designed to disassemble and recycle old devices.

Why It Matters:

Circular economies help reduce waste, conserve resources, and lower greenhouse gas emissions, making them critical for combating climate change.



RENEWABLE ENERGY ADOPTION

A growing number of companies are transitioning to renewable energy sources, such as solar, wind, and hydroelectric power, to reduce their carbon footprints. This shift is fueled by technological advancements and decreasing costs of renewable energy infrastructure.

Key Examples:

- **Google:** The company's operations have been 100% powered by renewable energy since 2017, and it's now working on operating on 24/7 carbon-free energy by 2030.
- **Walmart:** The retail giant plans to power its global facilities with 100% renewable energy by 2035.

Why It Matters:

Renewable energy not only mitigates environmental damage but also provides cost savings over time, contributing to business resilience.

3. Green Supply Chain Management

Sustainability is increasingly extending beyond internal operations to encompass the entire supply chain. Companies are reevaluating their sourcing, manufacturing, and distribution practices to minimize their environmental footprint.

Key Strategies:

Partnering with local suppliers to reduce transportation emissions.

Implementing eco-friendly packaging solutions.

Using blockchain technology to track and ensure ethical sourcing.

Notable Leaders:

- **Patagonia:** Known for its commitment to environmental responsibility, Patagonia prioritizes fair trade-certified products and sustainable sourcing.
- **Unilever:** The company's Sustainable Living Plan focuses on reducing environmental impact across its supply chain.

4. Carbon Neutrality and Net-Zero Commitments

The push toward carbon neutrality and net-zero emissions has accelerated, with many businesses setting ambitious targets for 2025 and beyond.

Key Initiatives:

Offsetting emissions by investing in renewable energy projects and reforestation efforts.

Improving energy efficiency through smart technologies.

Transitioning to electric vehicle (EV) fleets for logistics and employee transportation.

Leaders in the Movement:

- **Microsoft:** Pledged to become carbon negative by 2030 and remove its historical carbon footprint by 2050.
- **Amazon:** Through its Climate Pledge, Amazon aims to achieve net-zero carbon emissions by 2040.

5. Sustainable Product Innovation

Consumers are increasingly demanding eco-friendly products, prompting businesses to innovate with sustainability in mind. This trend includes biodegradable materials, energy-efficient designs, and waste-free production methods.

Innovative Products:

Adidas: Producing shoes made entirely from recycled ocean plastics.

Lush Cosmetics: Offering package-free shampoo and soaps to reduce plastic waste.

Impact on Consumers:

Eco-friendly products not only appeal to environmentally conscious consumers but also foster brand loyalty and trust.

6. ESG Reporting and Transparency

Environmental, Social, and Governance (ESG) reporting is becoming a standard practice for businesses to demonstrate their sustainability efforts. Transparent ESG metrics are critical for building trust with stakeholders and attracting investors.

ESG Practices:

Publishing annual sustainability reports.

Adopting global frameworks like the Global Reporting Initiative (GRI) and Sustainability Accounting Standards Board (SASB).

Using AI and data analytics to track and improve sustainability metrics.

Companies Leading the Way:

- **Tesla:** Known for its detailed sustainability reports that highlight its environmental goals and achievements.
- **Nestlé:** Implements clear ESG guidelines, focusing on water conservation, sustainable sourcing, and waste reduction.

Summary report

Summary



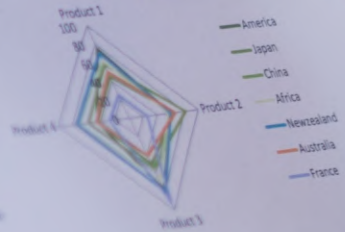
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Summary



Summary





7. Green Workforce Initiatives

Sustainability is also influencing workplace practices, from employee training to office designs. Companies are encouraging eco-conscious behaviors among employees to foster a culture of sustainability.

Key Practices:

- Offering remote work options to reduce commuting emissions.
- Designing green office spaces with energy-efficient lighting and waste reduction systems.
- Educating employees about sustainable practices.

Examples:

- **Salesforce:** Offers sustainability training for employees and encourages volunteerism in environmental causes.
- **Siemens:** Implements energy-saving measures in its facilities and promotes a green workplace culture.

8. Government Policies and Corporate Collaboration

Governments worldwide are introducing stricter environmental regulations, and businesses are increasingly collaborating to drive sustainability initiatives.

Key Regulations:

- Carbon taxes to incentivize lower emissions.
- Bans on single-use plastics.
- Incentives for renewable energy adoption.

Corporate Collaboration:

- Industry alliances such as the Renewable Energy Buyers Alliance (REBA) help companies transition to green energy.
- Partnerships like the Ellen MacArthur Foundation promote circular economy practices.

9. The Role of Technology in Sustainability

Technological innovation is a driving force behind sustainable business practices. From AI-powered energy management systems to blockchain for supply chain transparency, technology is enabling businesses to achieve their green goals.

Tech Trends:

- Smart grids and IoT for energy efficiency.
- AI for optimizing resource usage.
- Blockchain for verifying sustainable sourcing.

Examples:

- **IBM:** Uses AI to monitor and reduce its energy consumption.
- **Maersk:** Implements blockchain technology to ensure transparency and sustainability in shipping logistics.

10. Consumer and Investor Pressure

The demand for corporate sustainability is not only driven by environmental necessity but also by consumer and investor expectations. Businesses are increasingly held accountable for their environmental impact.

Key Drivers:

- Consumers opting for eco-friendly brands.
- Investors prioritizing ESG criteria in their portfolios.
- Social media amplifying accountability.

Impact on Businesses:

Companies that fail to meet sustainability expectations risk losing market share and investor confidence.

Conclusion: The Green Business Imperative

The green business revolution is no longer a distant vision; it is a present-day imperative. By embracing sustainable practices such as renewable energy, circular economies, and ESG transparency, companies can ensure their long-term viability while contributing to a healthier planet. As 2025 approaches, businesses must act decisively to stay ahead in an era where sustainability is synonymous with success. Now is the time to join the revolution and lead the way toward a greener future.



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Car of the future has a voice recognition system and a panoramic windshield. Then it's



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...system, a virtual reality stereo system and a
...It also heals you while you drive.

GROWTH MARKETS FOCUS YOUR BUSINESS



The global business landscape in 2025 promises unparalleled opportunities driven by shifting consumer preferences, and geopolitical trends. As the world evolves, and the transformation of traditional sectors present fertile ground for innovation, this report identifies the most promising growth markets of 2025 and provides insights

IN 2025: WHERE TO BUSINESS EFFORTS



and opportunities, shaped by technological innovation, shifting
navigates post-pandemic recovery, the rise of new markets
ground for forward-thinking businesses. This article explores the
into where you should focus your business efforts.

1. GREEN TECHNOLOGY: POWERING A SUSTAINABLE FUTURE



1. Green Technology: Powering a Sustainable Future

The transition to sustainable practices is no longer optional. In 2025, green technology stands out as a cornerstone of economic growth. Companies that focus on renewable energy, energy-efficient solutions, and green infrastructure will reap significant benefits.

Renewable Energy: Solar, wind, and hydropower projects continue to attract investments as governments aim for net-zero emissions. Innovations like floating solar farms and advanced battery storage solutions are becoming game-changers.

Electric Vehicles (EVs): The EV market is booming, with sales projected to grow by over 40% in 2025. Businesses can capitalize on EV manufacturing, battery recycling, and charging infrastructure development.

Carbon Capture Technology: As nations implement stricter emissions regulations, carbon capture and storage (CCS) technologies present a lucrative avenue for growth.

Key Insight: Collaborations with governments and private investors in green technology can offer competitive advantages and access to incentives.

2. Health and Wellness: The New Gold Standard

The global focus on health and wellness has intensified, creating a multibillion-dollar market. This sector extends beyond traditional healthcare to include mental health services, fitness technology, and personalized nutrition.

Telemedicine: The telehealth market is set to exceed \$300 billion by 2025. Investments in AI-driven diagnostics and remote patient monitoring systems will be crucial.

Mental Health: Demand for mental health apps, therapy platforms, and wellness retreats continues to rise. Corporate wellness programs also offer new B2B opportunities.

Wearable Tech: Smartwatches, fitness trackers, and health monitoring devices are increasingly popular. Businesses can focus on integrating these devices with healthcare systems.

Key Insight: Align your offerings with the growing consumer demand for holistic health solutions to capture market share.



4. Artificial Intelligence and Automation

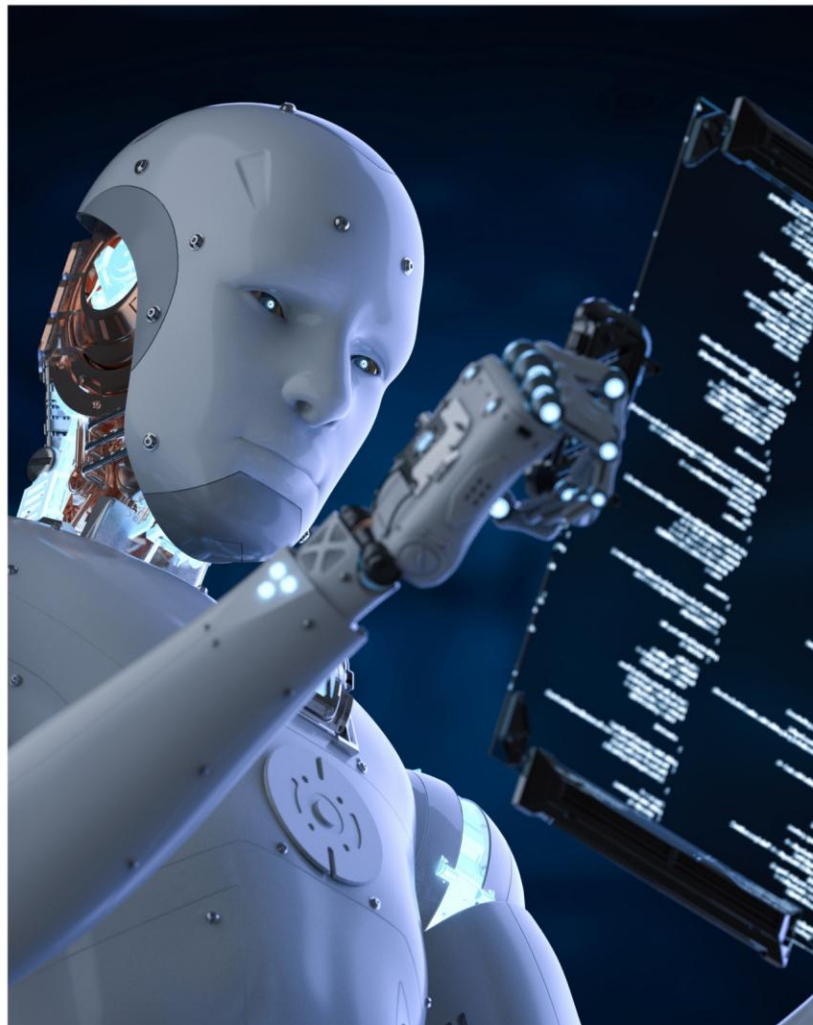
AI and automation are not just trends; they are fundamental to the future of business operations. In 2025, their applications will extend across industries, driving efficiency and innovation.

Generative AI: Beyond chatbots, generative AI is revolutionizing content creation, software development, and design.

Robotics: Automation in manufacturing, agriculture, and logistics is enhancing productivity and reducing costs.

AI in Decision-Making: Predictive analytics and machine learning algorithms enable businesses to make data-driven decisions faster.

Key Insight: Stay ahead by investing in AI tools and talent to remain competitive in a rapidly evolving market.



3. EdTech: Revolutionizing Education

The education sector is undergoing a digital transformation, with technology-driven solutions redefining learning experiences. By 2025, EdTech will be a \$400 billion industry.

E-Learning Platforms: Demand for customizable online courses and skill-based training programs is surging.

Gamification: Interactive learning through gamification is gaining traction, particularly among younger audiences.

AR/VR in Education: Augmented and virtual reality tools are enhancing immersive learning experiences, making complex topics more accessible.

Key Insight: Focus on scalable, innovative solutions that cater to both academic institutions and corporate training programs.

5. Emerging Markets: Tapping Into Untapped Potential

Geopolitical and economic shifts are creating new growth hubs. Emerging markets in Africa, Southeast Asia, and Latin America are becoming attractive due to their young populations and rising consumer spending.

Africa: The continent's digital economy is growing, with fintech and e-commerce leading the charge. Investments in mobile payment systems and digital marketplaces are promising.

Southeast Asia: With its tech-savvy middle class, this region offers opportunities in tech startups, logistics, and digital services.

Latin America: Growth in industries like renewable energy, agritech, and entertainment is creating diverse business prospects.

Key Insight: Conduct localized market research to tailor your approach to these regions' unique demands and challenges.

6. Cybersecurity: Securing the Digital Frontier

As businesses adopt digital tools, cybersecurity becomes paramount. The cybersecurity market is expected to reach \$250 billion by 2025, driven by increasing cyber threats.

Cloud Security: With the proliferation of cloud services, securing cloud infrastructure is a top priority.

Blockchain in Security: Blockchain technology is being used to prevent data breaches and secure transactions.

AI in Cybersecurity: AI tools are being deployed to predict and mitigate threats in real time.

Key Insight: Offering robust and scalable cybersecurity solutions will position your business as a trusted partner in the digital era.

7. Digital Entertainment: Engaging Audiences

The digital entertainment industry, including streaming services, gaming, and esports, is thriving. By 2025, it will surpass traditional media revenue.

Streaming Services: Localized content and interactive features are gaining traction.

Esports and Gaming: Competitive gaming and mobile-based games are attracting millions of players.

NFTs and Digital Collectibles: Blockchain-based digital assets and blockchain offers new revenue streams for creative businesses.

Key Insight: Engage audiences through personalized content and leverage emerging technologies to stand out in a competitive market.

8. Smart Cities: The Urban Revolution

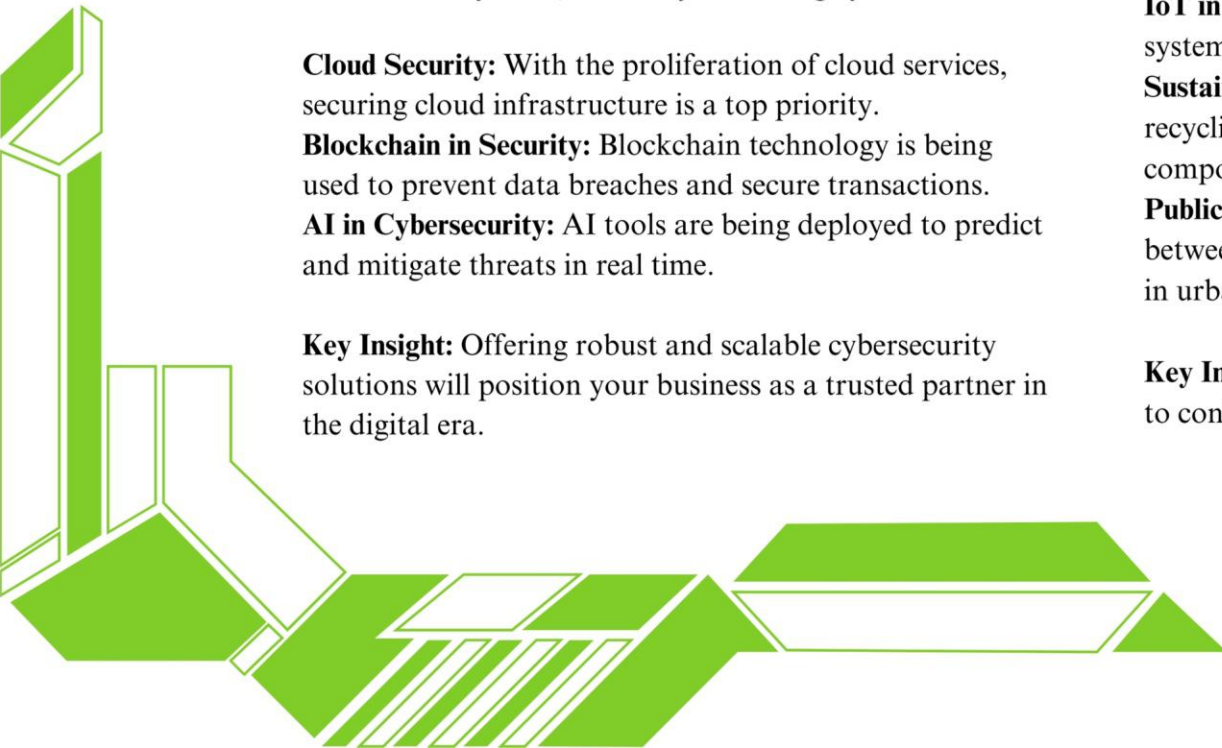
Smart cities are a testament to how digital technology with urban planning accelerates, investments in smart infrastructure will continue to grow.

IoT in Urban Development: Smart sensors, data systems, and connected devices are transforming urban infrastructure.

Sustainable Urban Solutions: Green buildings, smart recycling, and waste management systems are key components of smart cities.

Public-Private Partnerships (PPP): Collaborative models between governments and businesses are essential for funding and implementing smart urban projects.

Key Insight: Align your business strategy with smart city initiatives to contribute to sustainable urban development.



Engaging a Global Audience

Industry, encompassing
and virtual events, continues to
\$500 billion in global

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The intersection of art and
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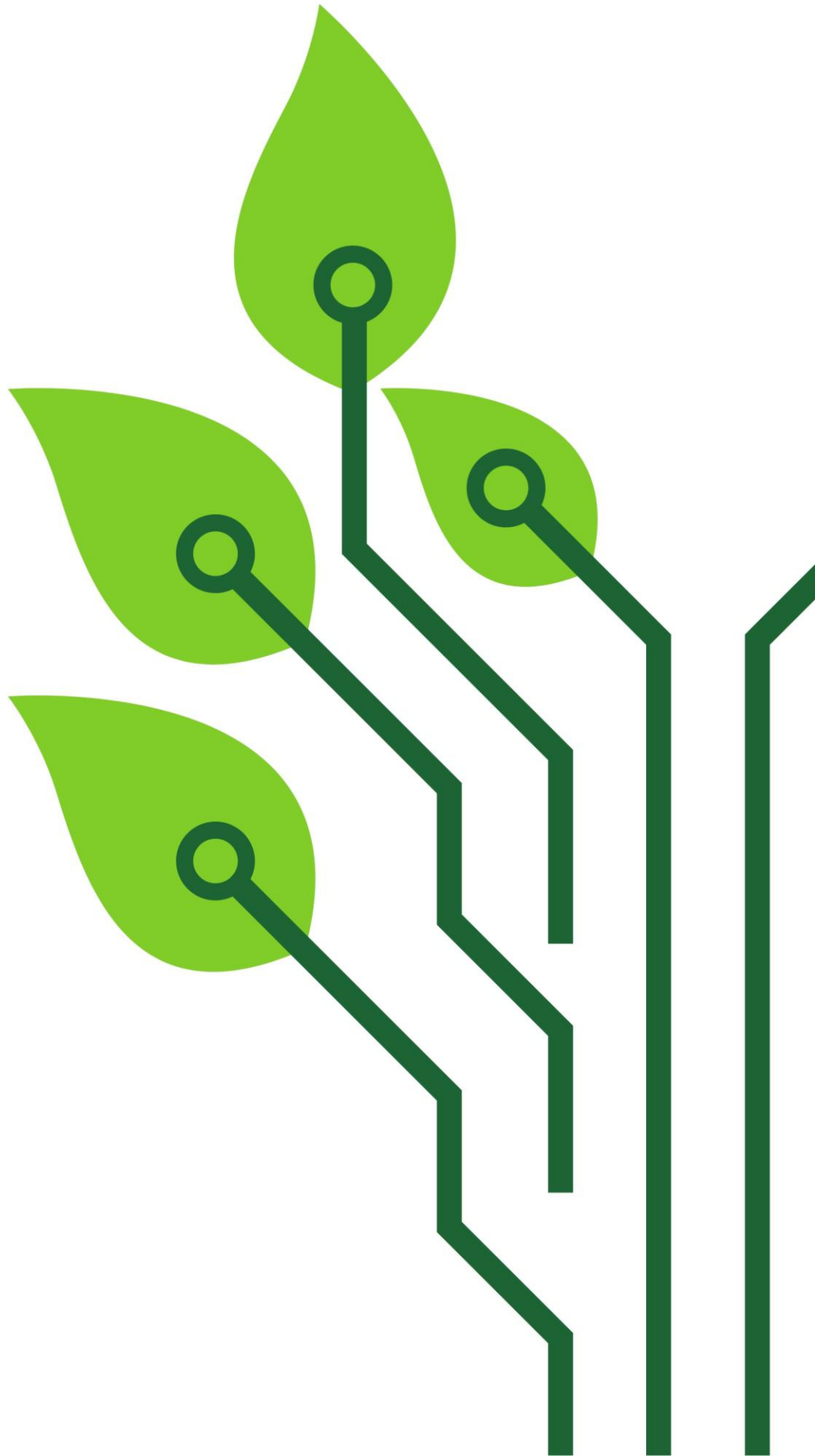
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9. The Creator Economy: Monetizing Passion

The rise of independent creators is redefining industries from marketing to entertainment. In 2025, the creator economy will thrive on direct-to-consumer platforms and niche content.

Subscription Models: Platforms like Patreon and Substack enable creators to monetize their content.

Brand Collaborations: Businesses partnering with influencers and creators can enhance their reach and authenticity.

Metaverse Opportunities: The metaverse is opening new avenues for creators to engage with audiences.

Key Insight: Support creators with tools, funding, and platforms to tap into this dynamic market.

Conclusion: Seizing Opportunities in 2025

The year 2025 is poised to be a milestone for businesses willing to embrace change and invest in growth markets. From green technology to emerging economies and the digital revolution, opportunities abound for those ready to adapt and innovate. By understanding these trends and aligning your strategies, you can position your business for long-term success.

As you navigate these growth markets, remember that success requires not just identifying opportunities but also executing with agility and foresight. The future belongs to those who are prepared to lead in these transformative times.





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