

**Michael Porter, the Definitive Expert on the Competitive Business Strategies, to Keynote MC 2015**

***Harvard Business Professor and renowned strategist to explain how business can 'simply connect' assets to capitalize on the Internet of Things***

**Roanoke, VA** – Jan. 27, 2015 – Meridium®, Inc., the global leader in asset performance management (APM) software and services, today announced that Michael Porter, Bishop William Lawrence University Professor at Harvard Business School and internationally acclaimed advisor to countries, corporations, non-profits, and academic circles globally, will present the keynote address at the 2015 Meridium Conference to be held at the Hilton Bonnet Creek in Orlando, Florida, USA, April 20 – 24.

The author of 19 books and over 125 articles on management and competitiveness, Michael Porter will share his insights at Meridium Conference 2015: "Smart, connected products enable new categories of capabilities that create breakthroughs in differentiation and operational effectiveness, improve customer experience, and enable new revenue streams." But he also cautions that to realize a benefit from the Internet of Things (IoT) corporations must rethink nearly everything that they do.

Michael Porter is the author of today's most successful business strategy and one of the world's most influential thinkers on management and competitiveness, and the director of Harvard's Institute for Strategy and Competitiveness, which was founded in 2001 to further his work and research. Based on his research, Porter advises that a successful implementation of the IoT must start with corporate strategy, clear economic strategies that attract participation by all stakeholders, spur innovation and improve productivity.

"We are excited at the opportunity to have today's foremost expert on business strategy provide valuable insights and challenge our thinking in the face of shrinking margins and fierce competition," said Bonz Hart, Meridium's Founder and CEO. "Helping our clients develop and implement a clear and integrated asset strategy that involves M2M and IoT connectivity is the primary goal of everything we do at Meridium to protect people, the environment and client profitability."

**About Meridium**

Meridium is the global leader in asset performance management (APM) software and services for asset-intensive industries. Meridium drives insights into industrial assets for mitigating risk and improving operational excellence. Founded in 1993 and headquartered in Roanoke, VA (USA), Meridium pioneered the vision, software and technology behind Asset Performance Management (APM). Today, Meridium serves market-leading companies in more than 80 countries with more than 1,200 licensed sites around the globe.

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