



The rise & fall of Nokia mobile phones

Introduction

Tony Boatman, former Head of Product at Nokia, shares his first-hand account of Nokia's Meteoric rise to dominate the global mobile phone industry and its rapid demise. Drawing on his direct experience & reflections—like being a young leader managing billion-euro portfolios without the maturity to navigate complexity—Tony offers a candid, behind-the-scenes account of Nokia's spectacular rise and dramatic fall.

The audience will have owned or recognise the products that's support the stories in this keynote. There is a deep nostalgia for Nokia in many parts of the world and a residual connection to the brand.

The Dilemma for Business

Change is constant. Businesses are being created and destroyed in record time. Brands that are unable to reinvent and adapt to new market conditions find themselves being disrupted. The inability to innovate and adapt to changing external conditions will see those companies struggle to compete. Your ability to adapt, re-imagine and succeed in an exponential world is critical to business prosperity and long term sustainability.

Key Themes

Innovation & Disruption

- How companies can stay ahead of technological and market shifts.
- The Innovation Imperative
- Building cultures that embrace experimentation and bold thinking.
- Industry-specific insights for, tech, and digital product teams.





Leadership & Vision

- Strategic Blind Spots: What Leaders miss
- How cognitive bias and internal politics derail strategy.
- From Market Leader to Missed Opportunity
- Lessons in strategic agility and decision-making under pressure.

Strategy

- Strategic Blind Spots.
- How cognitive bias and internal politics derail strategy.
- From Market Leader to Missed Opportunity.
- Lessons in strategic agility and decision-making under pressure.
- Global context, regional nuance.

Transformation & Change management

- Adapt or Die: The Business of Transformation
- Organizational change, digital transformation, and cultural inertia.
- Legacy vs. Future: Navigating Corporate Evolution
- Balancing tradition with innovation in large organizations.

Adaptability

- Failing Forward: What Collapse Teaches us
- Learning from failure, resilience, and reinvention.
- The Anatomy of a Corporate Collapse
- The Rise and Fall of Icons (e.g., Apple, Blackberry, Kodak, Yahoo, Intel).
- Identifying 'Nokia moments'.

Audience

- Business Audience: Broad appeal, multi-generational, nostalgic

Ideal for

- Company-wide kick-offs
- Eco system & sales partner events
- Innovation themed events
- Planning & team building gatherings
- Industry-specific insights for, tech, and product teams



A man, Tony Boatman, is speaking at a conference. He is wearing a light blue blazer over a white shirt and light-colored trousers. He is holding a small black object in his hands. The background is a large screen showing a colorful, abstract image with red and white patterns. A blue semi-transparent box with white text is overlaid on the image.

“ Tony Boatman was the keynote speaker at our company sales & marketing conference sharing his experiences leading Product Marketing at Nokia. His insights, humour & real world anecdotes resonated strongly with our audience. Having worked with him directly & as a peer, I highly recommend Tony to your organisation.

Thorsten Molitor

Executive Vice President Global Sales & Marketing
and Global R&D, Karl Storz

”