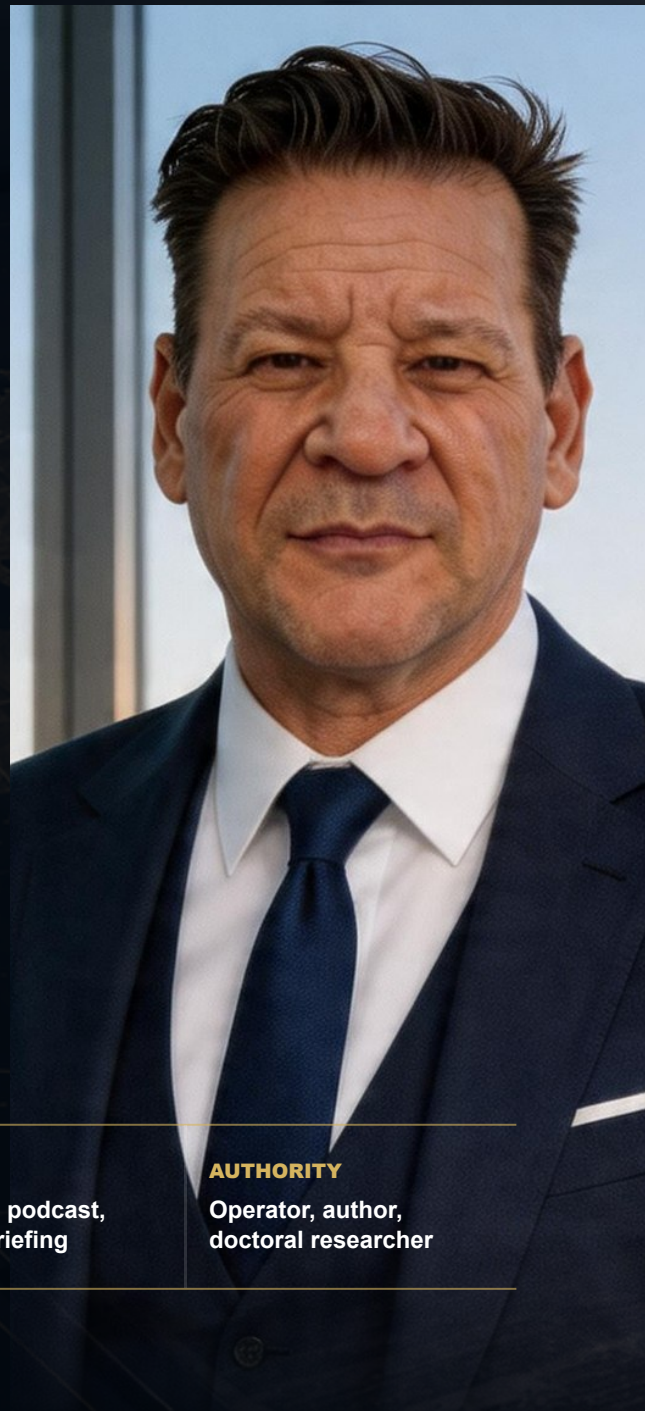


WAR OF THE ECOSYSTEMS

Dr. Alejandro Canonero, DBA

Media & Speaker Press Kit

A boardroom voice on AI-era ecosystem competition, platform power, partner-led growth, and leadership under pressure.



BASED

Dubai, UAE | Global

LANGUAGES

English and Spanish

FORMATS

Broadcast, podcast,
keynote, briefing

AUTHORITY

Operator, author,
doctoral researcher

APPROVED PROFILE

Dr. Alejandro Canonero, DBA

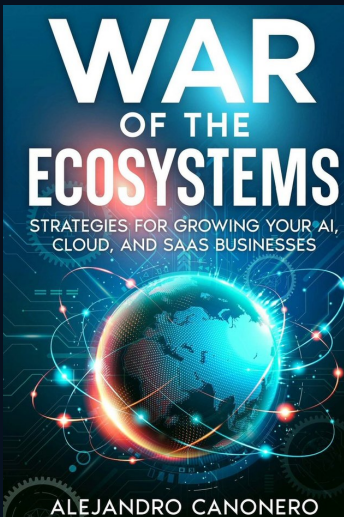


Ecosystem strategist, executive advisor, and author of War of the Ecosystems. Alejandro translates three decades of international technology operating experience into practical decision systems for leaders navigating AI, cloud, SaaS, marketplaces, and partner-led growth.

BASED Dubai, UAE Global	LANGUAGES English and Spanish
FORMATS Broadcast, podcast, keynote, briefing	AUTHORITY Operator, author, doctoral researcher

Approved 100-word biography

Dr. Alejandro Canonero, DBA, is an ecosystem strategist, executive advisor, and author of War of the Ecosystems. His work translates three decades of international operating experience across AI, cloud, SaaS, enterprise technology, marketplaces, and partner-led growth into practical decision systems for executives. His doctoral research examined the critical success factors of Cloud, SaaS, and AI partner ecosystems. Through the frameworks Platform Envelopment, Minimum Viable Ecosystems, and Ecosystem Commander, he explains why modern competition is no longer product versus product, but ecosystem versus ecosystem.



WAR OF THE ECOSYSTEMS The doctrine behind the conversation.

A strategic system for understanding platform power, designing coalitions, and commanding execution across AI, cloud, and SaaS markets.

SIGNATURE IP

Three frameworks. One connected doctrine.

Practical language for risk, coalition design, market ignition, and executive command.

01

Platform Envelopment

How platforms use installed base, data, distribution, workflow, and trust to absorb adjacent customer value.

02

Minimum Viable Ecosystems

The smallest credible coalition of partners, complements, and customer demand capable of market ignition.

03

Ecosystem Commander

An executive operating model for orchestrating partners, incentives, governance, trust, data, and field execution.

04

War of the Ecosystems

The strategic doctrine: customers may buy a product, but they commit to an ecosystem.

"The unit of competition has changed. Customers may buy a product, but they commit to an ecosystem."

SIGNATURE SPEAKING THEMES

01

The War of the Ecosystems

Why platform-era competition is fought by coalitions, not isolated products.

02

AI Orchestration

Why enterprise AI succeeds or fails across data, workflow, partners, trust, and accountability.

03

Platform Envelopment

How leaders identify an encirclement early and defend the customer path.

04

Minimum Viable Ecosystems

How to enter a new market with the smallest coalition that can create credible value.

05

Sovereign AI and the GCC

How nations connect infrastructure, talent, data, policy, trust, and commercial adoption.

06

Leadership Under Pressure

What endurance, preparation, and accountability teach executives when plans break.

Editorial angles and interview questions

For broadcast, podcasts, panels, articles, and executive forums.

01

AI adoption

Why do so many AI initiatives stall after a successful demonstration?

02

Platform power

How can a company tell that a platform is beginning to envelop its value?

03

Partner-led growth

Why is partner quantity a vanity metric, and what should replace it?

04

Board risk

Where should boards look for hidden ecosystem dependency and margin exposure?

05

GCC opportunity

How can sovereign AI ambition become durable ecosystem capacity?

06

Leadership

What does endurance change about executive decision-making under pressure?

QUESTIONS FOR PRODUCERS AND MODERATORS

01 What changed when competition moved from product versus product to ecosystem versus ecosystem?

02 What is the smallest coalition a company needs to enter and ignite a new market?

03 How do marketplaces alter power between vendors, partners, and customers?

04 What did doctoral research reveal that operating experience alone did not?

05 How should leaders balance AI speed, trust, governance, and accountability?

06 What should every executive understand before choosing an ecosystem strategy?

PUBLIC PROOF

Selected media, research, and published proof

A selected trail of broadcast, interview, magazine, research, and book assets.



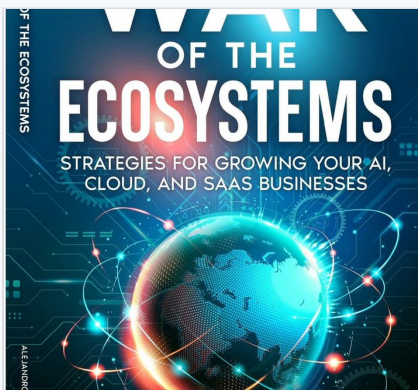
MAGAZINE COVER
Questtic: Shaping the Future of Technology



INTERVIEW
Success Grids: Ecosystem Strategy Leader



EXECUTIVE PROFILE
Architect of Ecosystem Dominance



PUBLISHED WORK
War of the Ecosystems



BROADCAST
AI Reshaping Warfare



RESEARCH
Critical Success Factors for Ecosystems

Additional evidence

Complete media room: waroftheecosystems.com/media | Profile: alejandrocannonero.com/speaker-media/

Introductions and technical notes.

Approved language for stage, podcast, webcast, panel, and broadcast.

30-second introduction

Our guest is Dr. Alejandro Canonero, DBA, an ecosystem strategist, executive advisor, and author of War of the Ecosystems. Drawing on three decades across AI, cloud, SaaS, marketplaces, and partner-led growth, he helps leaders understand why modern competition is no longer product versus product, but ecosystem versus ecosystem. Please welcome Dr. Alejandro Canonero.

60-second introduction

Our guest is Dr. Alejandro Canonero, DBA, an ecosystem strategist, executive advisor, and author of War of the Ecosystems. Across three decades in international technology markets, Alejandro has worked at the intersection of artificial intelligence, cloud, SaaS, marketplaces, alliances, and partner-led growth. His doctoral research examined the critical success factors of Cloud, SaaS, and AI partner ecosystems. He created Platform Envelopment, Minimum Viable Ecosystems, and Ecosystem Commander: practical frameworks for platform power, coalition design, market ignition, and executive orchestration.

Formats Broadcast, podcast, webcast, keynote, fireside chat, panel, board briefing, university session, and workshop.	Location Dubai and global. Available for in-person international engagements and remote studio conversations.	Lower third Dr. Alejandro Canonero, DBA Ecosystem Strategist, Executive Advisor and Author.
Stage AV Confidence monitor, presenter remote, lavalier or headset microphone, and final run of show.	Remote AV Platform link, recording consent, approved lower third, lighting check, and editorial deadline.	Editorial credit Dr. Alejandro Canonero / War of the Ecosystems.

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Official headshot | High resolution



Dubai executive portrait | High resolution

DIRECT CONTACT

Media, speaking, and executive briefings

alex@waroftheecosystems.com | +971 56 579 3745 | waroftheecosystems.com/post/press-kit/

Include the audience, format, topic, date, location, and deadline.