

ABOUT THE AUTHOR

SHAWN JONES

Founder & CEO, Cloud Concepts

Founder, Cloud Concepts Research Institute (CCRI)

With more than 35 years of experience in the technology and communications industry, Shawn Jones has dedicated his career to helping organizations make informed technology decisions through trusted guidance, strategic planning, and independent advisory services.



Over the course of his career, Shawn has served the technology community from multiple perspectives—as a technology supplier, channel manager, technology advisor, and entrepreneur. Having spent more than half of his professional career working within the indirect technology channel, he has developed a unique understanding of the relationships that connect suppliers, Technology Advisors, Technology Services Distributors (TSDs), Master Agencies, and business customers.



As the Founder and Chief Executive Officer of Cloud Concepts, Shawn has built a boutique Technology Services Distribution organization focused on helping Technology Advisors deliver communications, cloud, cybersecurity, artificial intelligence, connectivity, and managed technology solutions. His customer-first philosophy emphasizes objective guidance, long-term relationships, and helping organizations navigate an increasingly complex technology landscape with confidence.



Recognizing the growing importance of independent research within the technology industry, Shawn established the Cloud Concepts Research Institute (CCRI) to encourage evidence-based discussion surrounding technology buying, customer decision-making, and the evolving role of Technology Advisors. The Technology Advisor Advocacy Index™ represents the Institute's inaugural research initiative and reflects Shawn's commitment to advancing thoughtful dialogue through objective observation rather than commercial advocacy.



Throughout his career, Shawn has remained passionate about strengthening the technology channel by fostering collaboration between suppliers, advisors, distributors, and customers. He believes the industry's greatest opportunity lies not only in developing innovative technologies, but also in helping organizations make better-informed decisions about those technologies.



His professional interests include customer buying behavior, technology advisory, cloud communications, artificial intelligence, customer experience, cybersecurity, channel strategy, and the future of technology procurement.



About the Cloud Concepts Research Institute

The Cloud Concepts Research Institute (CCRI) is an independent research initiative dedicated to advancing objective, customer-focused research that helps organizations make better technology decisions. Through evidence-based analysis, original research frameworks, and constructive dialogue, CCRI seeks to strengthen customer confidence across the technology ecosystem while encouraging collaboration among suppliers, Technology Advisors, industry organizations, and business leaders.



*Technology should create **confidence**—not confusion. Helping organizations make better technology decisions is one of the most meaningful ways we can strengthen our industry.*



PROFESSIONAL HIGHLIGHTS



More than 35 years in the technology and communications industry



Over half of his career dedicated to the indirect technology channel



Experience as a technology supplier, channel manager, Technology Advisor, and entrepreneur



Founder & CEO of Cloud Concepts



Founder of the Cloud Concepts Research Institute (CCRI)



Creator of the Technology Advisor Advocacy Index™



Advocate for independent research and customer-centered technology buying