LAWRENCE
TECHNOLOGY SERVICES

TOM LAWRENCE

Free educational content and expertise for hire.

BIO_

Tom Lawrence is a Detroit-born technology professional who started his journey with an Atari 2600, a Tandy TRS-80, and a desire to learn how technology works. He launched Lawrence Systems in 2000, growing it into a recognized IT consulting and content creation brand.

Passionate about network engineering, security, and homelab projects, Tom shares his extensive knowledge through the Lawrence Systems YouTube channel, special events and collaborations with other IT professionals and companies, and engagements at industry conferences.

Tom's content, based on experience and uncompromising standards, educates IT professionals on beneficial tools, best practices, and technologies.

Visit the Lawrence Systems YouTube channel for educational videos and product reviews - plus live streams every Wednesday and Thursday.

TIMELINE

[INIT] Atari & Radio Shack
Games and electronics started it all

[1986] First Computer
A TRS-80 opened up a world of ideas

[1995] First Tech Jobs
Retail and trade shows

[1998] First Sysadmin Job
Linux, AIX, Windows, and databases

[2000] IT Director
Admin rights and a $1.1m budget

[2003] Lawrence Systems
Branching out into business ownership

[2005] Suburban Electronics
High end audio and electronics repair

[2007] PC Pickup
Retail operations and repair merged

[2014] YouTube Channel
Hello world, is this thing on?

[2017] New Studio
Improved podcasting and video production

[2019] Retail Operations End
Incresed dedication to SMB and MSP spaces

[2023] CNWR Split Merge
See README.md for details

[2024] Today
I create content under the Lawrence Systems brand and perform IT consulting and solutions design under CNWR, appear on podcasts, and enjoy in-person speaking at IT-related events.

Our audience consists of:

- IT Professionals
- Internal IT teams at mid-market companies
- Homelab users

YouTube Channel Stats
as of July 2024

50MM plus views on channel content

38% US-based audience membership

800K plus unique viewers in Q2 2024

< 18 years	00.1%
18-24 years	07.4%
25-34 years	24.3%
35-44 years	32.4%
45-54 years	21.5%
> 55 years	14.4%

Lawrence Systems Forums
Our forums get over 50,000 unique visitors a week and has a very active community.

PUBLIC SPEAKING

Conferences

I love connecting with audiences at technology conferences.

Put me on a on stage and I'll entertain with insightful topics that genuinely help others, share my knowledge, navigate industry trends, and even show how I produce content for my YouTube channel.

Team Talks w/ Tom

Have me give a private talk at your next company retreat or team bulding event!

I enjoy using my experience in IT, managing teams, and owning a business to inspire teams through sharing practical lessons through hands-on exercises and storytelling.

Moderation

Healthy debate can lead to amazing outcomes.

Moderating technical discussion, in-person at events or online, allows me to help ensure diverse perspectives on critical topics are heard and lead to a deeper understanding around the IT challenges of today and tomorrow.

Demonstrative

I'm hands-on with technology, and enjoy creating product demos that provide an honest and transparent look at products and services.

Making practical solutions accessible and relevant to other IT professionals is somethign I do daily; how about I demo a solution of yours live?

SPONSORSHIP OPPORTUNITIES

YouTube Channel

Sponsor my channel to help me continue creating the best educational content for IT professionals.

Sponsorship includes custom channel banner, inclusion in the month's channel trailer and video sponsor strapline closing sequence, and options to bundle with other opportunities

Video Content

Are you looking for a simple way to get the attention of over a quarter million IT professionals?

My 30-60 second ad reads, delivered at the beginning of sponsored video content, is an ideal way to make that happen for your brand.

Product Reviews

In-depth product reviews are an ideal way to connect a solution with an audience looking to stay ahead of the curve.

All product reviews are presented to my transparently and depict real-word use of the reviewed items.

Newsletter

My newsletter is sent on the first day of each month and recaps of the previous month's most popular videos, tech news and innovations from around the Web, resources, and more.

Sponsorship includes custom graphics, a 650x120 banner, and content integration options based on sponsored content and events.

CONTACT

Bookings, media inquries, product reviews, etc.

[EMAIL] tom@lawrencesystems.com

Have an idea or want me to speak at an upcoming event? Let's chat!

[EMAIL] matt@lawrencesystems.com

Need branding assets, have a question about how we produce content, or something else? Reach out to Matt Fox and he'll take care of you.

[YOUTUBE] @LAWRENCESYSTEMS

[TWITTER] @TomLawrenceTech

[LNKD-IN] in/lawrencesystems