



Christophe Langlois

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NET - Interview Selma Prodanovic

VISIBLE networking Interviews

Thanks to Selma for sending me [another interview](#), more comprehensive this time. We got in touch thanks to [her interview on EPWN's website](#) and we are both members of online networks such as LinkedIn, openbc, or Networkers (on Sossoon).

A few paragraphs

What is the profile of a CNO?

CNOs must have brainsworking skills. This means they have to be able to use their "networking intelligence", their connected thinking skills, to share and create new knowledge with the goal to foster business development (which also includes personal development, creativity and innovation). It is a person who facilitates and develops communication of all stakeholders. CNOs must have excellent people skills and entrepreneurial spirit.

Is CNO position getting popular in Europe and worldwide? What's the trend?

Yes, it is gaining importance, and I am positive we will see an exponential raise of CNO in the next 3-5 years. I started as CNO of brainswork™ in 2004 and at that time it sounded a bit strange. Even in November 2005 at a Vienna Hub round table on networking with professional networkers like Bill Liao from OpenBC, I was the only CNO. In January 2006, OpenBC appointed Udo Hamm as CNO, and today the number of networks and companies relying on CNOs is growing. Of course exceptional networkers existed long before the internet and online networks, but the profession itself is developing only now.