

Erik Stromquist
CEO of CTL

1. What role did Erik Stromquist serve at CTL before becoming Chairman?

- a) CFO
- b) Chief Technology Officer
- c) Chief Executive Officer
- d) Chief Operations Manager

Answer: _____

2. Which of the following best describes the mission of the X Phase project?

- a) A venture capital fund for education startups
- b) A nonprofit focused on school supplies
- c) A collaborative community for tech professionals to work on shared projects
- d) A traditional for-profit tech company

Answer: _____

3. Why did CTL pivot away from selling televisions?

- a) Television demand collapsed during a recession
- b) The TV division became too expensive to maintain
- c) They wanted to focus on the growing education technology space
- d) Google asked them to discontinue it

Answer: _____

4. What feature did early Classmate PCs include that made them suitable for education?

- a) Retina display
- b) Rotating cameras and carrying handles
- c) Built-in projectors
- d) Wireless charging

Answer: _____

5. What economic concept did Erik emphasize as a key leadership skill stemming from his CPA background?

- a) Marketing creativity
- b) Customer service etiquette
- c) Understanding how costs and sales impact financial performance
- d) Coding and product development

Answer: _____

6. What significant change in education led to the widespread adoption of Chrome OS devices?

- a) The rise of TikTok as an educational tool
- b) Increased funding from Google
- c) The COVID-19 pandemic and remote learning
- d) Microsoft's acquisition of CTL

Answer: _____

7. What is one reason Erik Stromquist believes the trades (like plumbing and electrical work) are valuable career paths?

- a) They are easier to learn than business
- b) They provide quick fame
- c) They are becoming high-paying and in-demand
- d) They offer free college tuition

Answer: _____

****Written Response Questions****

8. Erik Stromquist transitioned from being a CEO to a Chief Community Officer. What motivated this change, and how does this reflect a shift in his professional values?

9. Explain how CTL's strategy during the early stages of Chrome OS adoption helped them grow internationally. Include the role of Google and any key partnerships.

10. According to Erik, what are some of the most important qualities a successful business leader should have, and how are they demonstrated in his career journey?
