



Business Futurist & Digital Transformation Expert

KEYNOTE TOPIC OVERVIEW

DIGITAL REVOLUTIONARIES

How the World's Boldest Businesses Tap Into Exponential Change to Transform Themselves, Their Industries and the World

From the Internet of Things to the automation of everything. From artificial intelligence to augmented reality. From virtual experiences to 3D printed products. From big data in the cloud to the collaborative power of people in the crowd. Driven by wave after wave of exponential advances in technology, humans are racing toward a “hypernetworked now” that reimagines every aspect of how we live and work. Businesses that can’t transform at the same speed of change will face an uncertain future at best and certain failure at worst. Those that can will see exciting opportunities for exponential growth.

Welcome to the world of digital revolutionaries – the companies (and the leaders inside those companies) that are transforming themselves and entire industries. Over the course of more than two decades, digital futurist and business strategist Greg Verdino has not only studied change; he has helped some of the world’s most highly regarded organizations navigate it successfully. In this thought-provoking exploration of the technologies and trends that are rebooting business right now, you will see how the world’s boldest businesses – both digital disruptors and innovative incumbents – are already putting tomorrow’s biggest business ideas to work today. Plus you’ll learn how you can do the same in order to beat your competition to the future and meet the consumer of the future.

In this keynote you will:

- Understand the top trends shaping the future of business, society and the world
- See powerful examples of the ways in which exponential changes in technology are changing what it means to be human, and consider why human transformation sits at the heart of customer and employee experience
- Learn how and why digital has become a board-level business imperative
- See how companies in a wide range of industries are turning to digital to transform the way they work, how they create and capture new value, and the relationships they have with their customers
- Gain insight into how you can apply these lessons to transform your own business to thrive for the future