



Business Futurist & Digital Transformation Expert
Author of *microMARKETING: Get Big Results by Thinking & Acting Small*

Greg Verdino is a highly regarded authority on the digital future who helps leaders build thriving 21st century organizations. He is known for his uncanny ability to forecast trends, spot the difference between fads and the future, and apply his understanding of the rapidly changing global landscape to solve pressing client challenges.

Greg has advised 50 of the Fortune 500 along with a wide range of small-to-mid-sized organizations; has served in senior leadership positions at a half-dozen scrappy technology and digital media start-ups; and has launched innovative products, lines of business, and divisions from within traditional companies. Today, he helps business leaders and their teams embrace change, create new opportunities out of technology and cultural trends, and formulate bold strategies for transformational growth. Current and recent clients include AT&T, AstraZeneca, Greater Media, Lincoln Financial Media, Samsung, Sanofi-Aventis, the State of Michigan, and Unilever.

Greg's perspectives have been shaped by 20+ years working at the forefront of marketing, media and technology change. Prior to starting his own consultancy, Greg was Executive Vice President at social business firm Dachis Group, where he helped BIC, Citibank, Fidelity, GE, Michaels Stores, Nestle and others formulate and execute best-in-class digital strategies. He joined Dachis Group through its acquisition of crayon, the social media consultancy at which he served as Chief Strategy Officer and in which he was the second largest shareholder. He has also served in media, marketing, sales and general management roles at Digitas, ROO Group (now KIT Digital), Akamai Technologies, Arbitron, Wunderman, and Saatchi & Saatchi.

In addition to working directly with clients, Greg serves the business community at-large as a thought leader and public speaker. He is the author of *microMARKETING: Get Big Results by Thinking an Acting Small* (McGraw-Hill, 2010), and a contributing author to *Reinventing Interactive and Direct Marketing* (ed. Stan Rapp, McGraw-Hill, 2009). Throughout his career, he has served as a go-to expert for a wide range of media outlets including Advertising Age, Bloomberg Businessweek, CNN, Fox News Channel, Investor's Business Daily, the New York Times, Newsday, and the Toronto Globe & Mail. He has given speeches, led panel discussions and facilitated workshops at more than 100 corporate and association events throughout North America, in Latin America, Europe, Asia and Africa, and online.

He lives on Long Island in a 19th century house, with his 20th century wife, and 21st century daughter. Find him online at <http://www.gregverdino.com> or [@gregverdino](https://twitter.com/gregverdino).



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SHORT BIO (Approximately 200 Words)

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REALLY SHORT BIO (Approximately 100 Words)

Greg Verdino is a highly regarded authority on the digital future who helps leaders build thriving 21st century organizations. He is known for his uncanny ability to forecast trends, spot the difference between fads and the future, and apply his understanding of the rapidly changing global landscape to solve pressing client challenges. As a consulting futurist, Greg helps business leaders and their teams embrace change, create new opportunities out of technology and cultural trends, and formulate bold strategies for transformational growth. He is also the author of *microMARKETING: Get Big Results by Thinking and Acting Small* (McGraw-Hill, 2010), and a contributing author to *Reinventing Interactive and Direct Marketing* (McGraw-Hill, 2009).