



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

KEYNOTE SPEAKER INTRODUCTION

Greg Verdino is a highly regarded authority on the digital future who helps leaders build thriving 21st century organizations.

As a consulting futurist, he helps business executives and their teams embrace change, create new opportunities out of technology and cultural trends, and formulate bold strategies for transformational growth.

He has counted 50 of the Fortune 500 among his clients, and is a popular global speaker who has addressed audiences across five continents.

Greg is also the author of *microMARKETING: Get Big Results by Thinking an Acting Small*, a contributing author to *Reinventing Interactive and Direct Marketing* (ed. Stan Rapp, McGraw-Hill), and 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, and the Toronto Globe & Mail.

Please join me in welcoming Greg Verdino to the stage.