



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

## **SPEAKER POSITIONING INFORMATION**

### **What topics does Greg speak about?**

Future Trends, Future of Business, Digital Disruption/Transformation, Innovation, Social Media/Social Business, Digital Marketing, Technology, Change Leadership

### **What is Greg's basic value proposition?**

He helps business executives think about the future in order to make better decisions about today.

### **When should I consider Greg for a program?**

When you're looking for a futurist who can deliver a thought provoking and entertaining look at how understanding rapid, widespread change in technology, society and business can result in more innovative ideas and new opportunities for transformative growth.

When the right blend of big picture trends with practical business, marketing and leadership ideas will help your audience have "a ha" moments about how they can improve the way they work today.

When you need an expert who can apply major developments in social media, mobile/wearable computing, crowdsourcing, or other transformative technologies to a specific industry or sector.

### **Who is the best audience for Greg's message?**

100 to 1,000 executive level business leaders, especially in sectors that are experiencing a high rate of disruption or change (and let's be honest here, almost every sector is...)

### **What is Greg best known for?**

For "creating order from chaos" as he considers how changes that will play out in the next 3-5 years can (and must) shape the way we do business today. Also for his uncanny ability to tell the difference between fads and the future, simplify the *real* issues, clarify the true opportunities, and distill long term vision into practical recommendations for near term results.

And as a speaker: For combining engaging stories, eye-opening trend information, and visionary ideas into a customized presentation that not only shifts mindsets but also drives action among your audience members.

### **How will he make his message relevant to my audience?**

Greg's audiences have ranged from the global marketing leadership team at Coca-Cola to a ballroom full of librarians. He is skilled at making his message relevant and actionable for virtually any group. He will research your industry to understand the specific challenges and opportunities you face, and deliver relevant ideas your attendees can use right away. But Greg is also known for sparking innovative thinking by bringing "next practices", examples, and proof points from other industries your audience might not be as familiar with, then drawing out the parallels for the audience at hand.

### **What results can I expect from Greg's presentation?**

People leave with a new appreciation for how thinking about the future can help them make better business decisions today. In other words: While Greg's presentations portray a clear vision for what tomorrow holds and surprising insights about the rapidly changing business landscape, he grounds these things with practical real world examples and highly actionable recommendations.

As one recent event attendee wrote on her evaluation form, "Few speakers energize people in a way that makes them want to take action. Greg Verdino is one of those speakers."

### **When would Greg be the best fit?**

As the opening or closing keynote, as a morning keynote on a high traffic day, or leading a 2-4 hour interactive workshop.

### **When would Greg not be the best fit?**

As a breakout presenter during concurrent tracks, as a "how-to" trainer (e.g., how to use social media), or as a participant in a panel discussion.

### **Who is Greg most similar to?**

Greg is similar to other futurist speakers such as Gerd Leonhard, Ross Dawson, Daniel Burrus, David Houle, and Mike Walsh.

Because he is the author of a highly acclaimed marketing book, led one of the first social media consultancies, and spent much of his career in the marketing and media industries, he is also often compared to marketing innovation speakers such as Seth Godin, David Meerman Scott, and his former business partner Joseph Jaffe.

## How is Greg different?

Greg is an expert first, a speaker second – and his expertise comes from more than 20 years spent working at the forefront of massive change in the media, marketing and technology industries. While he is no stranger to the stage (he has had the opportunity to speak at more than 100 conferences and corporate meetings on five continents over the course of his career), he is proudest of the fact that he has consulted for 50 of the Fortune 500; is an entrepreneur who has built and sold businesses; and has been responsible for leading growth at both innovative technology companies and traditional corporations. When you hire Greg, you don't just get someone who talks the talk – you get someone who walks the walk.

## What else should I know about booking Greg?

It's hard enough to run a flawless event; you don't need prima donna speakers who make it even harder. Greg prides himself on being easy to work with. Clients have described him as relaxed, humble, totally prepared, flexible, and accessible. He'll be where you need him to be, when you need him to be there – not only for his keynote but also for any other activities you've planned.

As far as those activities go, he is always open to taking part in press events, promotional opportunities, pre-event webinars, book signings, or anything else you think will help drive attendance and engagement for your event. He's also happy to write articles to be distributed to your attendees, create short "teaser" videos, and of course blog, tweet and share news about your event with his 10,000-member strong social media community.

## What's the best way to learn more?

Visit [gregverdino.com](http://gregverdino.com) for additional information or to read Greg's latest blog posts. Or if you're ready to book a futurist speaker for your next event, reach out directly at 631.747.1451 or [me@gregverdino.com](mailto:me@gregverdino.com).