Non-Obvious Keynote Speaker
Innovation, Trends, Marketing, Diversity and Trust

FOR EVENT PLANNERS
Overview of topics, keynote descriptions and more...
ROHIT BHARGAVA is the 3-time Wall Street Journal best selling author of eight books and has delivered sold out keynote presentations and workshops for audiences in 32 countries. Event planners and audiences have described Rohit as “a rare mix of scary-smart and super engaging,” and “a master at weaving stories together.” Once he was even described on Twitter by an attendee as “hilarious, like a social media savvy Robin Williams.” He is the perfect choice when you want to bring a diverse outside perspective from an engaging speaker who has real practical experience with relevance to your industry, a unique point of view, and a delivery style that blends inspiration with action.

To check availability/ rates, contact Renee Strom - renee@nonobvious.com | +1 612 281 4517 | www.rohitbhargava.com

KEYNOTE #1: INNOVATION, CREATIVITY & RESILIENCE

How To Be A Non-Obvious Thinker (And See What Others Miss)
In this candid and fast-paced session based on the bestselling book that has inspired more than 1 million readers, trend curator Rohit Bhargava will reveal the five habits of non-obvious thinkers that can help you become a “speed understander” who can see the opportunities others don’t, be more resilient and lead the future.

KEYNOTE #2: MARKETING, SALES & STORYTELLING

The Art and Science of Non-Obvious Marketing (In a Skeptical World)
We are living in a time when it is harder to earn trust than ever before. What does it take for any organization to be more believable? In this entertaining talk, renowned marketing expert Rohit Bhargava will reveal the five “non-obvious” secrets of building trust and what it really takes to stand out as real, human, authentic and trustworthy in a skeptical world.

KEYNOTE #3: FUTURISM, TRENDS AND DISRUPTION

10 Non-Obvious Trends (and Instigators) Shaping the Future Normal
This long-awaited collaboration between world renowned futurists Rohit Bhargava and Henry Coutinho-Mason combines more than two decade of research to share groundbreaking new stories of innovation. Instead of “futurist theater,” this talk offers a glimpse into what the future will look like along with lessons for leaders and organizations on how to lead the future.

KEYNOTE #4: DIVERSITY, INCLUSION & EQUITY

The Non-Obvious Method To Leading Diversity (When It’s Not Your Day Job)
In this approachable keynote on a sensitive topic, bestselling author Rohit Bhargava will offer a new way to think about DEI. Instead of blaming and shaming or focusing on a long list of “-isms,” this optimistic keynote candidly approaches some of the biggest myths and realities of diversity to offer a new roadmap for making any organization more inclusive.

WORKSHOPS + MASTERCLASSSES ALSO AVAILABLE!

Want to go deeper? Learn more about Rohit’s series of Masterclasses and Workshops that can be delivered virtually or in person for your team in 90 minutes or a half or full day format with interactive exercises, customized content and practical tools to help your team build skills and win the future.

ALL WORKSHOPS AVAILABLE IN 90 MINUTE, HALF DAY AND FULL DAY FORMATS – BOTH LIVE & VIRTUAL

Learn more, watch videos and read Rohit’s “non-obvious” FAQ at www.rohitbhargava.com/speaking.
What is it like to work with me?

The truth about keynote speakers is that most of them have big egos. To some degree, it’s what we get paid for. But too often that translates into becoming a difficult person to work with. My speaking style is authentic and down-to-earth. I have been described as warm, genuine and approachable. That starts with how I work with event professionals. I take time to prepare and understand a client’s business. I stick around to meet people instead of rushing to catch a flight. I try to create more value for an event beyond the stage. Most of all, when I’m there, I’m focused, present, kind, unassuming and generally try to be as “low-maintenance” as possible. Yes, my business card says I’m a nice guy. My goal at every event is to live up to that promise.

5 USEFUL AND PROFESSIONAL FACTS ABOUT ROHIT ...

- 3-time WSJ Best Selling Author of eight business books on marketing, trends and diversity.
- Former brand strategist and early digital pioneer at Ogilvy and Leo Burnett working with dozens of large brands.
- 2 Time TEDx Speaker invited to speak at over 400 events in 32 countries around the world.
- Entrepreneur and founder of multiple successful startup businesses including Ideapress Publishing.
- Professor of Marketing + Storytelling at Georgetown University in Washington DC.

5 USELESS AND TRIVIAL FACTS ABOUT ROHIT ...

- Majored in English at Emory University with a focus on Shakespearean Studies and Irish Poetry (seriously).
- Loves the Olympics – and has been to 5 so far!
- Actively hates cauliflower.
- Is a dual citizen of the USA and Australia (fair dinkum!).
- Has 3 titles on his business card – Marketer, Trend Curator and Nice Guy.
ABOUT ROHIT – THE SUPER SHORT BIO (37 WORDS/211 CHARACTERS)
Rohit Bhargava is on a mission to inspire more non-obvious thinking in the world. He is the 3-time WSJ bestselling author of eight books on marketing, trends and how to create a more diverse and inclusive world.

ABOUT ROHIT – THE “TIGHT ON SPACE” BIO (68 WORDS/400 CHARACTERS)
Rohit Bhargava is on a mission to inspire more non-obvious thinking in the world. He is the 3-time WSJ bestselling author of 8 books on marketing, trends and how to create a more inclusive world including Non-Obvious Megatrends & Beyond Diversity. Rohit has been invited to keynote events in 32 countries around the world. He loves the Olympics, actively hates cauliflower and is a proud dad of boys.

ABOUT ROHIT (UNDER 200 WORD BIO)
Rohit Bhargava is on a mission to inspire more non-obvious thinking in the world. He is the 3-time Wall Street Journal and USA Today bestselling author of eight books and is widely considered one of the most entertaining and original speakers on trends, innovation and marketing in the world. Rohit has been invited to deliver sold-out keynotes and workshops in 32 countries around the world to change the way teams and leaders think at the World Bank, NASA, Intel, LinkedIn, MetLife, Under Armour, Univision, Disney and hundreds of other well-known organizations. Prior to becoming an entrepreneur and founding two companies, he previously spent 15 years as a marketing strategist at Ogilvy and Leo Burnett where he advised global brands on marketing and storytelling strategy. Outside his speaking and consulting, Rohit has taught persuasive speaking and global marketing as an adjunct professor at Georgetown University, is frequently quoted in the global media and writes a monthly column on trends for GQ magazine in Brazil. Rohit lives in the Washington DC area with his wife and is a proud dad of two boys. He loves the Olympics (he’s been to five!) and actively hates cauliflower.

ABOUT ROHIT – THE “GIVE ME THE WHOLE STORY” FULL BIO
Rohit Bhargava is an innovation and marketing expert, skilled facilitator, and keynote speaker. After a successful 15 year career as a brand and marketing strategist at two of the largest agencies in the world (Ogilvy and Leo Burnett), Rohit became an entrepreneur and has since started three companies. He is the 3-time Wall Street Journal best selling author of eight books on topics as wide ranging as the future of business, building a brand with personality and how to create a more diverse and inclusive world and has delivered sold out keynote presentations and workshops to business leaders in 32 countries. His signature book Non-Obvious is updated annually with 15 new trend predictions, has been read and shared by more than 1 million readers and is translated in twelve languages. Rohit has been invited to share his insights at some of the most forward-looking organizations in the world including Intel, NASA, Disney, JP Morgan Chase, LinkedIn, Microsoft, American Express, BP, the World Bank, Coca-Cola and hundreds of others.

Outside of his consulting work, Rohit also teaches his popular signature course on storytelling and marketing at Georgetown University in Washington DC and has been invited to deliver guest lectures at many other prestigious schools including Stanford and Wharton. For the past 17 years Rohit has also been writing blog and newsletter which has been featured in global media, been honored in the Webby Awards and named one of the top 25 marketing blogs in the world by AdAge magazine. He is regularly interviewed and featured as an expert commentator in global media including Harvard Business Review, The Guardian, and NPR. Rohit also writes a monthly column for GQ magazine in Brazil on technology and trends.

Thanks to his many years of sharing insights, Rohit has been recognized alongside visionary business leaders like Sir Richard Branson and Tom Peters as a “Top 100 Thought Leader In Trustworthy Business Behavior” and was named by global recruiting firm Korn Ferry as one of the “Most Influential South Asians In Media and Entertainment.” On a personal level, Rohit is married and lives with his wife and two boys in the Washington DC area. He is a lifelong fan of anything having to do with the Olympics (he’s been to five so far and is really looking forward to Paris 2024!) and actively avoids anything having to do with cauliflower (yuck!). Outside of work, Rohit believes that the most entertaining and impactful job he will ever have is being a great dad and teaching his sons to be kind when no one expects it, curious about the things others take for granted, and confident enough to change the world.

ABOUT ROHIT BHARGAVA – BIOS
To see full gallery of headshots, visit www.rohitbhargava.com/speaking
trusted by leading brands. award winning keynote speaker with recent invitations to speak at the consumer electronics show (ces), global communications forum in davos, multiple tedx events, sxsw and at private executive and team events for large brands around the world including coca-cola, univision, kfc, chase, disney, amex, schwab, nasa, prudential, cigna, marriott and dozens of others.

award winning author. 3 time wall street journal bestselling author of eight books that have collectively been read or shared more than a million times and won numerous awards, including the gold atticus award, the axiom business book award, and the prestigious ama leonard berry marketing book prize.

early digital pioneer. digital transformation and marketing expert who was the former co-founder of the world’s largest team of social media strategists at ogilvy and founding member of ileo (leo burnett’s first digital agency) – including early digital strategy work for brands like intel, ford, ibm, pfizer and many others across his 15 year agency career.

non-obvious trend curator. rohit’s trend insights have been read by more than 1 million readers. unlike most “futurists,” rohit’s specialty goes beyond trend predictions to his unique approach to also teaching organizations how to predict trends themselves.

versatile friendly speaker + nice guy. rohit works hard to live up to his reputation as a kind, generous and nice guy – including being easy to work with, helping with the intangibles of events (like securing sponsors or helping promote) and generally being a positive and optimistic person to collaborate with.

frequently interviewed by global media. rohit has been interviewed or featured as a business expert by fast company, wall street journal, the guardian, npr, marketingchina, bbc, globe and mail, harvard business review, cbs, and many other networks and publications.

popular occasional professor. one of the most highly rated adjunct professors in the masters of communications program at georgetown university in washington dc teaching courses on marketing, storytelling, pitching and public speaking.

global mindset. born in india and having lived in the philippines and australia before settling back in the us (where he grew up), rohit routinely uses relevant examples in his talks from across the world and is skilled at using globally relevant language, delivery and stories for every talk.

industry customization without bias. as a consultant, rohit has experience in dozens of industries. he brings this diverse interconnected expertise to every event, making sure that he combines relevant industry knowledge + insight with a refreshing and unbiased outsider’s perspective to customize his talk.
How To Be A Non-Obvious Thinker (And See What Others Miss)

1-line Overview → See What Others Miss and Shift Your Perspective

When every day brings constant disruption, it’s hard to know where to focus. With the right mindset, we can look to the future with informed optimism. In this candid and fast-paced session based on the bestselling book that has inspired more than 1 million readers, trend curator Rohit Bhargava will reveal the five habits of non-obvious thinkers that can help you become a “speed understander” who can see the opportunities others don’t, be more resilient and lead the future.

Full Description with Outcomes:

How To Be A Non-Obvious Thinker (And See What Others Miss)

What if you could learn to think like a futurist? Unlike most talks about the future, this generous and inspiring keynote will reveal how anyone can learn to anticipate what is coming next. Using his signature fast-paced “non-boring” presentation style, trend curator Rohit Bhargava will take the audience behind-the-scenes of more than a decade of research to illustrate how his award-winning “Haystack Method” can help anyone be more innovative using the five specific habits of non-obvious thinkers. Based on his #1 WSJ bestselling Non-Obvious Book Series that has been shared by more than 1 million readers, this keynote will also include all-new insights from his latest trend research along with stealable ideas for how to put those insights to work. The world needs more non-obvious thinkers. This talk will give you a roadmap to being one of them.

This program will help leaders and teams:

- Understand their future customer and how they can prepare their business to serve needs those customers haven’t demanded yet, but will one day.
- Broaden their perspective outside their industry and embrace a mindset that truly allows them to take ideas from many sectors and expertly apply them to their own roles and business.

The audience will leave with:

- Five actionable and immediately usable habits they can integrate into their daily lives to broaden their perspective, be more creative and see the world differently.
- A better understanding of what trends are, what they aren’t, why they matter and how they can start to identify trends and patterns of behavior for themselves.
The Art and Science of Non-Obvious Marketing (In a Skeptical World)

1-line Overview → Be more believable, persuasive and trustworthy in a skeptical world.

We are living in a time when it is harder to earn trust than ever before. People skip ads, mistrust brands and demand transparency from the companies they buy from or work for. What does it take for any organization to be more believable? In this entertaining and eye-opening talk, renowned marketing expert and bestselling author Rohit Bhargava will reveal the five “non-obvious” secrets of building trust and what it really takes to stand out as real, human, authentic and trustworthy in a skeptical world.

Full Description with Outcomes:

The Art and Science of Non-Obvious Marketing (In a Skeptical World)

We are living in a time when it is harder to earn trust than ever before. People skip ads, mistrust brands and demand transparency from the companies they buy from or work for. To win in a low-trust world, you need to be more human. This funny and insightful keynote from award-winning marketing expert Rohit Bhargava will reveal the five keys to earning attention in a world filled with distractions. Whether you are looking to shift perceptions, improve sales or simply inject more breakthrough thinking in your current efforts, this talk will help. Through a digestible collection of entertaining case studies and unusual observations, Rohit will shine a spotlight on what actually works to command attention, build loyalty and generate real results. Most importantly, the audience will leave with some real practical advice they can use immediately to put the power of non-obvious thinking to work every day.

This program will help leaders and teams:

• Align a team across departments with a shared understanding of branding, positioning, marketing, storytelling and what part everyone plays in shaping the organization’s perception in the marketplace.

• Articulate why storytelling matters and make the task of storytelling more approachable and realistic for everyone to engage with in their daily roles.

• Build a culture of trust within the organization and improve employee retention by inspiring a team to have more belief in the work they do and the leaders who lead them.

The audience will leave with:

• Understanding the key principles of storytelling and how to apply them in a business context to improve communications and be more persuasive.

• Insights on how trust is earned and lost in the middle of our modern “believability crisis” and techniques anyone can use to be more trustworthy and believable.

• A leadership model for establishing more authenticity and trust among teams that can be replicated at all levels of the organization.
Short Description:

10 Non-Obvious Trends Shaping the Future Normal

1-line Overview → Lead the Future

What can you learn from the ideas and instigators who are changing humanity’s future? This long-awaited collaboration between world renowned futurists Rohit Bhargava and Henry Coutinho-Mason combines more than two decade of research to share groundbreaking new stories of innovation. This is not a boring academic talk or “futurist theater.” Instead, it’s a highly actionable (and deeply non-obvious!) glimpse into what the future will look like ... and how understanding the work of these innovators can help leaders and organizations alike to lead the future.

Full Description with Outcomes:

10 Non-Obvious Trends Shaping the Future Normal

Inspired by more than two decades of groundbreaking research from world renowned futurists Rohit Bhargava (Non-Obvious Company) and Henry Coutinho-Mason (Trendwatching), this keynote will give you a behind-the-scenes look at ten trends changing our lives and work. In this story-driven keynote, you will hear about the stories of the ideas and instigators that are imagining humanity’s future. Rather than offering “futurist theater” with obvious forgettable examples, Rohit is constantly evolving this talk with updated stories (sometimes pulled from that morning’s news!), a charismatic delivery style, unique elements like a “choose your own adventure” and interactive audience exercises to deliver a memorable experience for any size audience. This is not a boring academic talk. Instead, it’s a pull-no-punches, always entertaining, constantly surprising, highly actionable (and deeply non-obvious!) glimpse into what the future will look like ... and how each of us can train ourselves to anticipate big shifts before they happen.

This program will help leaders and teams:

• Create a strategy to take their organization into the future and navigate significant change or disruption either through industry shifts, restructures, pandemic effects and/or new leadership.

• Gain exposure to cutting edge ideas and technologies (as well as the innovators behind them) that can help inform new initiatives and products.

The audience will leave with:

• A greater understanding of the fundamental forces of disruption that are shifting consumer behavior and beliefs across industries and what this means for them.

• A roadmap of relevant innovations and advances that can help to shape strategic planning and current efforts around building products and services for existing and future potential customers.
Short Description:

The Non-Obvious Method To Leading Diversity (When It’s Not Your Day Job)

1-line Overview → How Leaders Can Make Diversity and Inclusion Happen

This keynote offers an approachable introduction to diversity and inclusion for busy leaders. Inspired by the world’s most ambitious gathering of diversity experts at the Beyond Diversity Summit and the WSJ bestselling book Beyond Diversity, this talk is specifically for leaders who don’t spend all day working on Diversity, Equity and Inclusion (DEI). Instead of blaming and shaming or focusing on a long list of “-isms,” this optimistic keynote candidly approaches some of the biggest myths and realities of diversity while offering practical suggestions to actually build a more inclusive and diverse team.

Full Description with Outcomes:

The Non-Obvious Method To Leading Diversity (When It’s Not Your Day Job)

What does it take to build a more inclusive team? Diversity, Equity and Inclusion (DEI) are hot topics right now but it’s not always easy to know the right way to address them. In this approachable keynote on a sensitive topic, bestselling author Rohit Bhargava uses his signature non-obvious listening method to reveal a new way to think about DEI. Instead of blaming and shaming or focusing on a long list of “-isms,” this optimistic keynote makes DEI approachable for all leaders by starting with a story-driven look at how the world is changing today.

Along the way, we will explore some of the biggest myths and realities of diversity and who is getting it right – and who isn’t. If you want to demystify DEI and learn where to start to make your organization more inclusive and appeal to a more diverse group of customers, this keynote has the answer.

This program will help leaders and teams:

• Understand why building a more diverse and inclusive world matters and what is driving the current conversation and cultural demand for this to be a priority for all companies.

• Put DEI efforts into context and understand what matters most when it comes to creating a more inclusive and equitable workplace and company culture.

• Shift away from “blaming and shaming” and instead approach the topic of DEI from a place of positivity and optimism to help everyone shift their thinking without feeling forced or minimized in the process.

The audience will leave with:

• A shared sense of purpose for why DEI matters and how to adapt their current workplace or business practices to be more inclusive and equitable.

• How to better identify instances of unconscious bias or unintentional discrimination and correct these moments or the policies that enable them.
How Rohit Adds Value Beyond The Stage …

As a speaker, Rohit commonly goes above and beyond being great on stage and customizing his talk to be relevant for your audience. His goal is always to partner with your events team and be part of your event in a much deeper and more meaningful way. For example, here are just a few things that Rohit commonly does at events and would be happy to discuss including as part of his appearance at your event as well – at no additional cost!

NOTE – Apart from custom book editions, which require additional investment, most of the other activities proposed below are included within Rohit’s standard speaking fee.

1. Interactive Workshop

In a customized bonus workshop, Rohit can bring the ideas of his keynote to life in a more interactive way for participants by having them practice the principles of curating ideas and developing new strategy. In a larger group of 100 or more, this session allows a combination of individual work and group sharing to help the ideas stick. For smaller groups or within corporate events, the workshop is tailored to a shared business challenge and participants are encouraged to collaborate. These workshops can range from 30 minutes to about 2 hours, depending on the time available at the event.

2. MC and Hosting

For events where there is a program of activities, in addition to delivering a keynote presentation, Rohit can also help to be a dynamic and engaging host and MC for the event overall.

3. VIP Dinners or Cocktail Events

Staying and getting to know the attendees of a particular event is one of the joys of speaking, and it is rare the Rohit will speak and rush to the airport right afterwards. He is a speaker that delights in meeting audiences, spending time with them, answering questions and just being engaged as a part of the event in any way he can.

4. Book Signings or Custom Printed Editions

If your event has the ability to host a book signing, Rohit is always happy to stay and sign books for attendees. In some cases, for larger events, he has commonly worked with his publisher to offer a customized edition of the book where an organization’s leader can write the foreword and certain elements of the book can be customized to give away.

5. Filmed Sessions

One way to generate value from an event long after it is over is by having great shareable video. Event planners are actively encouraged to bring video producers to film Rohit’s talks for no additional fees.

6. Event Promotion, Social Media & Driving Attendance

Depending on the event, if promotion to drive attendance is required, Rohit is happy to support those efforts. He can also use his considerable social media presence to promote an event as well as engage with audiences online.
ROHIT BHARGAVA – BOOKS/BULK ORDERS
Contact our team for special pricing on bulk orders

BOOKS AVAILABLE FOR BULK ORDERS:

**NON-OBVIOUS MEGATRENDS**
$12 to $18 per book*
Based on the insights from ten years of research this #1 Wall Street Journal bestselling book reveals the ten megatrends shaping our society and is the final edition of a decade-long series of annual books and trend insights read by over 1 million people worldwide.

**BEYOND DIVERSITY**
$12 to $18 per book*
Inspired by the world’s most ambitious conversation about diversity, this co-authored book takes a unique look at the challenge of embracing diversity through the lens of twelve key themes and offers an actionable guide for truly building a more inclusive world.

**NON-OBVIOUS GUIDE TO MARKETING & BRANDING**
$10 to $15 per book*
A comprehensive guide to everything you ever wanted to know about marketing, from building a brand to standing out in search engines. Filled with practical lessons, downloadable templates and down to earth advice you can really use.

**NON-OBVIOUS GUIDE TO WORKING REMOTELY**
$10 to $15 per book*
A deeply useful playbook on how to be more productive while working remotely, engage with colleagues in virtual meetings and lead a team when people are distributed in multiple locations.

*Pricing is based on quantity ordered. Books can be customized as well. Shipping cost is quoted separately.

HOW WE CAN CUSTOMIZE BOOKS:

1. **SIGNED BOOKS**
   No Additional Fee!
   All bulk orders come with signed books – Rohit will usually plan to sign the books on site at your event for you to share with attendees.

2. **CUSTOM LETTER OR FOREWORD**
   $2 PER BOOK
   A special Foreword from your CEO can be printed on a sized sheet and inserted into every book.

3. **“COMPLIMENTS OF” STICKERS**
   $0.75 PER BOOK
   We can affix a “Compliments of” or any other type of sticker to the front cover of each book.

4. **CUSTOM EDITIONS**
   CALL FOR PRICING
   Each book can also be produced in a fully customized edition with a revised cover, custom foreword from your CEO, custom back cover and exclusive printing.
“The best general session I have ever attended. Enjoyed the specific examples he gave. Far too often speakers pontificate or entertain, but then you really don’t use it afterward. I feel like I’ll actually use things I learned from this session.”

ATTENDEE SURVEY FEEDBACK | ASSOCIATION ANNUAL CONFERENCE

“I was fortunate enough to hear Rohit Bhargava speak at the Amazing.com Summit in Las Vegas a few weeks ago. Rohit knocked the ball out of the park! He is an extraordinarily engaging, knowledgeable, and personable storyteller. His message was insightful, easy-to-follow, and professionally delivered. Our audience absolutely fell in love with him!”

MELISSA TOTHERO | DIRECTOR OF LEARNING, AMAZING.COM

“Rohit took the time to understand his audience and this was KEY! He also invested time AFTER the session later in the day to thank those who tweeted about his session. And went several steps further by engaging people in conversation who raised points or questions via twitter. Class act!”

ATTENDEE SURVEY FEEDBACK | ASAE MARKETING CONFERENCE

“Rohit Bhargava has clearly embraced his own principles because the audience at Brand ManageCamp didn’t just like his session – they loved it (and him). Delivering ‘steal-able ideas’ that they could use right away to apply his concepts to their brands, Rohit went above and beyond in making sure his talk was valuable and memorable. He is that rare mix of scary-smart and super engaging and he is a pleasure to work with. We look forward to our next opportunity to do so.”

LEN HERSTEIN | FOUNDER & EVENT DIRECTOR, BRAND MANAGE CAMP

BRANDS THAT HAVE INVITED ROHIT TO SPEAK VIRTUALLY OR IN REAL LIFE

- Disney
- Coca-Cola
- Wharton University of Pennsylvania
- TEDx
- Nando’s
- Chase
- J.P. Morgan
- Under Armour
- Prudential
- CNN
- Teva
- SXSWI
- Unilever
- NBC Universal
- Universal Pictures
- SAP
- Stoli
- Swissôtel Hotels & Resorts
- Mastercard
- USAID
- MetLife
- SAGE Hospitality
- NASA
- PwC
- AT&T
- Rosetta Stone
- World Bank
- Bertelsmann
- MillerCoors
- USA Today
- Ford
- AARP
- NPR
- The Hong Kong Management Association
Details about audience platform, numbers and reach ...

**BY THE NUMBERS:**

- Over 1 million readers of the popular series of Non-Obvious Books about trends and habits for anticipating the future that have been engaging a global audience for the past decade (10 annual editions).
- More than 425,000 views for Rohit’s popular (and newly relaunched) YouTube channel and weekly Non-Obvious Insights show featuring top business thinkers like Beth Comstock, Safi Bahcall, Dan Pink + more.
- Over 4 million views + shares for Rohit’s Non-Obvious Insights Newsletter + Blog that he started back in 2004, and that was recently honored in the 2022 Webby Awards (known as “the Internet’s highest honor.”)
- 3-time Wall Street Journal Bestselling Author of eight business books on marketing, trends, career advice and how to work remotely. Books have won 25 global awards and been translated into 20 languages (so far).
- Award-winning keynote speaker invited to headline events in 32 countries around the world, including being rated the #1 most highly ranked speaker at SXSW, featured at the INC 5000 Conference and many others.

**PLATFORMS & SOCIAL MEDIA:**

- Over 4 million views of past articles, including several viral posts sparking movements in the marketing industry.
- Named one of the Top 25 business blogs in the world by AdAge and honored in the 2022 Webby Awards.
- Annual awards program selecting top non-fiction books.
- Over 500,000 views of our selections and related content every year for announcement.
- Past guests include Daniel Pink, Beth Comstock and Guy Kawasaki.
- 5,000+ views per episode.
- Livestreaming weekly to Youtube, LinkedInLive and Facebook.

**PUBLISHED BOOKS AND AWARDS:**
“When we looked for a voice of inspiration on the power of innovation ... Rohit was the natural choice.”
- Coca-Cola

“The knowledge he holds in his head is like gold dust.”
- PRWeek UK

“Rohit’s content and delivery had all of us hanging on his every word!”
- Richmond Events

“Rohit is that rare mix of scary-smart and super engaging.”
- Brand Manage Camp

“What Rohit managed to deliver blew us away!”
- Prudential