**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 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 #1 WSJ bestselling author of eight books on marketing, trends and how to create a more diverse and inclusive world. As an entrepreneur, Rohit is also the founder of two successful businesses: the Non-Obvious Company and Ideapress Publishing, a leading independent publisher of brilliant non-fiction books.

**ABOUT ROHIT’S BOOKS**

**Beyond Diversity (Wall Street Journal Bestseller + Gold Axiom Medal Award Winner!)**

*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 Megatrends (#1 WSJ + USA Today Bestseller + Winner of 20+ Book Awards!)**

*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.*

**The Non-Obvious Guide To Working Remotely (International Book Award Winner!)**

*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.*

**The Non-Obvious Guide To Marketing & Branding (Axiom Silver Medal Winner!)**

*A comprehensive guide to everything you ever wanted to know about marketing, from building a brand to standing out in search engines, this book from award-winning marketer Rohit Bhargava is filled with practical lessons, downloadable templates and down to earth advice you can really use.*

**Always Eat Left Handed (Foreword Indie Award Winner!)**

*An entertainingly irreverent career advice book from Wall Street Journal bestselling author and occasional Georgetown University professor Rohit Bhargava filled with brutally honest secrets of success no one has ever dared to tell you.*

**Likeonomics (Porchlight Best Business Book Award Winner!)**

*Why do we choose to do business and trust people that we like? This eye-opening book explores how trust is built and the central role that likeability often plays in why we believe some leaders and remain loyal to some organizations, while others lose our trust.*

**ePatient 2015**

*This co-authored and research-based book offered an inside look at some of the biggest trends shaping the world of healthcare and how patient empowerment was (and continues to) drive a major shift in how healthcare is delivered.*

**Personality Not Included (Gold Atticus Award Winner!)**

*An award winning book that reveals why personality matters for brands and marketing. Filled with unique stories, a groundbreaking new storytelling model and more than a hundred real life examples, this book continues to be used by brand marketers more than a decade after it was first published.*

**ABOUT ROHIT – “BULLET POINT LOVER” QUICK FACTS BIO**

* **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.

**ABOUT ROHIT – THE “GIVE ME THE WHOLE STORY” FULL BIO**

Rohit Bhargava is an innovation and marketing expert, skilled facilitator, and keynote speaker. After graduating with an English major and studying screenwriting and poetry, Rohit moved to Australia in 1999 at the start of the dot com boom and started what would become a successful 15 year career as a brand and marketing strategist in the world of advertising.

During his time working at two of the largest agencies in the world (first Leo Burnett in Sydney and then Ogilvy in DC), Rohit built his career during a pivotal time in the world of marketing when digital tools were just emerging and a growing understanding of behavioral science was changing the way companies in all industries understood persuasion itself. In 2004, Rohit became an early adopter of social media and started writing a marketing blog that would soon become one of the top 25 blogs in the industry, according to Ad Age magazine.

Across nearly 20 years, publishing thousands of posts, he has continually introduced new groundbreaking ideas to the marketing world—from first inventing the concept of social media optimization (SMO) to publishing a manifesto for content curators that is widely used in digital marketing courses across the world. Once, he even sat in a meeting where a newly minted "senior digital strategist" explained the concept of SMO back to the room. As Rohit wrote the day after, "I should probably be honored. Having my own ideas quoted back to me a kind of flattery, right? At least now I know what being mansplained to feels like."

The growing popularity of his blog led Rohit to earn his first book offer in 2008, a traditional publishing deal with McGraw-Hill to publish his first book, Personality Not Included. The book was critically acclaimed, won a prestigious Gold Atticus award and was adopted by many tech leaders (one keen reader spotted the book in a Businessweek magazine article photo on the desk of former Yahoo CEO Marissa Mayer!) ... but never become a global bestseller.

After writing two other moderately successful books (one with another large traditional publisher and one self published), Rohit decided to leave his role at Ogilvy in 2014 and along with his wife Chhavi founded a new independent publishing company called Ideapress Publishing to publish his next book, Non-Obvious. The book was wildly successful, immediately hitting the Wall Street Journal bestseller list in early 2015 and propelling Rohit's keynote speaking career to the next level. Soon after, Rohit started the Non-Obvious Company as a consultancy and lifestyle brand dedicated to inspiring leaders to be more open minded and innovative.

The Non-Obvious Trends series that he first started as an online trend report and then turned into a book in 2015 became his signature online publication, with annual editions for the next five years, and culminating in the international bestseller Non-Obvious Megatrends, which hit #1 on the Wall Street Journal bestseller list and also the USA Today bestseller list. To date, the series has been read or shared by more than 1 million readers and won more than twenty international book awards including recognition by the Leonard L. Berry Marketing Book Award, the Eric Hoffer Business Book of the Year and a Gold Medal in the Axiom Awards.

As a keynote speaker, Rohit has been invited to share his insights at some of the most forward-looking organizations and stages in the world including Intel, NASA, Disney, JP Morgan Chase, LinkedIn, Microsoft, American Express, CES, SXSW, the World Bank, Coca-Cola and hundreds of others. At SXSW in particular, the long lines outside his popular Featured Session talks have wrapped around the entire Austin Convention Center and down the stairs to the lower level. After his packed session one year, an attendee tweeted after his talk that "he's no Beyonce, but definitely worth standing in line for." It's one of Rohit's favorite after-talk endorsements. He is indeed no Beyonce, but his sesisons are still pretty damn entertaining.

Outside of his time on stage, Rohit also spent several years teaching popular overbooked courses on storytelling, persuasive speaking and marketing at Georgetown University in Washington DC. In academia, he has also been invited to deliver guest lectures at many other prestigious schools including Stanford, Wharton and recently his alma mater - the Goizueta Business School at Emory University.

The most consistent connection for his fans, though, has continually been his popular email newsletter which he calls the Non-Obvious Insights newsletter and has been publishing regularly every Thursday for the past six years. In 2022, the Non-Obvious Insights Newsletter was honored by the Webby Awards (the Internet's highest honor) as the Best Email Newsletter, alongside submissions from the New York Times and CNN.

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, was sad to miss Tokyo, but is really looking forward to Paris 2024!) and actively hates 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 two boys to be kind when no one expects it, curious about the things others take for granted, and confident enough to change the world.

**DOWNLOAD HEADSHOTS AT** [**WWW.ROHITBHARGAVA.COM**](http://WWW.ROHITBHARGAVA.COM)