



FULL Introduction Script : Rohit Bhargava

(SEE PAGE 2 FOR A SHORTER VERSION OF THIS INTRODUCTION)

Rohit [**ROW**-HIT] Bhargava [**BAR**-GA-VA] is on a mission to inspire more “non-obvious” thinking in the world by helping leaders to be more open minded and see what others miss.

He is the #1 *Wall Street Journal* and *USA Today* best-selling author of eight books on marketing, storytelling, trends and diversity. His signature book, *Non-Obvious*, has been read or shared by over 1 million readers.

As a “non-boring” keynote speaker, Rohit has been invited to speak in 32 countries for some of the world’s most pioneering organizations, including NASA, Disney, Microsoft, Coca-Cola, Marriott, World Bank, Intel, LinkedIn and over a hundred others.

Before becoming an entrepreneur, Rohit spent 15 years leading advising global brands on marketing strategy as an executive at two of the largest advertising agencies in the world. As an entrepreneur, he is the founder of two successful startups and teaches marketing and storytelling at Georgetown University in Washington DC. His thinking has also been featured on *NPR*, *Fast Company* and the *Harvard Business Review* and he writes a monthly column for *GQ* magazine in Brazil.

On a personal note, he loves the Olympics, hates cauliflower, is a proud dad of two boys and looks forward to meeting all of you in person later today. Please join me in welcoming **ROW**-HIT **BAR**-GA-VA!



SHORT Introduction Script : Rohit Bhargava

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