



ABOUT ROHIT – THE SUPER SHORT BIO (38 WORDS)

Rohit Bhargava is on a mission to inspire more non-obvious thinking in the world. He is the 3-time WSJ bestselling author of ten books, founder of the Non-Obvious Company and an adjunct professor of storytelling at Georgetown University.

ABOUT ROHIT – THE “TIGHT ON SPACE” BIO (94 WORDS/585 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 ten books on marketing, innovation, trends and the future including his #1 bestseller Non-Obvious Megatrends. Rohit has been invited as a “non-boring” keynote speaker to events in 32 countries. He is a frequent contributor writing about non-obvious ideas for Inc, Entrepreneur and GQ magazines and is an adjunct professor of storytelling at Georgetown University. On a personal note, he loves the Olympics, actively hates cauliflower and is a proud dad of boys.

ABOUT ROHIT (STANDARD 200 WORD BIO)

Rohit Bhargava is on a mission to inspire more non-obvious thinking. He is the 3-time Wall Street Journal and USA Today bestselling author of ten books and is widely considered one of the most entertaining and original speakers on trends, innovation and marketing in the world. Rohit has shared the stage with big personalities like Jay Leno, Elon Musk and will.i.am and been invited to deliver “non-boring” keynotes and workshops in 32 countries around the world to change the way teams and leaders think at the World Bank, NASA, Intel, LinkedIn, Coca-Cola, Disney and hundreds of other well-known organizations. Prior to becoming an entrepreneur and founding the Non-Obvious Company and Ideapress Publishing, he spent 15 years leading marketing strategy at Ogilvy and Leo Burnett where he advised global brands on human behavior, marketing and storytelling. 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 has written for Inc, Entrepreneur and GQ magazines. 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 six!) and actively hates cauliflower.



ABOUT ROHIT'S BOOKS

Non-Obvious Thinking: How To See What Others Miss (Best Business Book – 2025 International Book Awards)

How you do improve your mindset and thinking so you can be more creative and innovative. In this short and immediately useful book, readers get an inside look at the methods used by futurists and some of the world's most pioneering leaders and organizations to see what others miss and win the future.

The Future Normal (2023 Selection – The Next Big Idea Book Club)

Who are the instigators shaping our future? In this book, Rohit teams up with renowned British futurist Henry Coutinho-Mason to reveal thirty trends shaping humanity's future. Based on three years of research, this book offers a glimpse unlike any other into the decade to come.

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 34 International 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 read by over 1 million people worldwide. In 2022, the book was also named Pencraft's Best Business Book of the Year.

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. Written during the pandemic!

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.

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 + #7 Business Book In America - Bookscan)

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, 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 Dubai Future Forum, 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 ten books that have collectively been read or shared more than a million times and won over 50 book 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.
- **Founder of World's Largest Independent Business Book Awards Program.** Every year as part of the Non-Obvious Book Awards, the Non-Obvious team considers over 1000 titles for their award. As a result, Rohit is always up to date on the biggest ideas and frequently teaches business people how to read better.
- **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 + Easy To Work With.** 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 Featured In 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. He has also written a monthly print column feature for Inc Magazine about non-obvious ideas.
- **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 (not every semester!)
- **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.
- **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

WARNING – THIS IS THE LONG VERSION (BUT YOU ASKED FOR IT!) ...

Rohit Bhargava is an innovation and marketing expert, facilitator, and entertaining keynote speaker. After graduating with an English major and studying screenwriting and poetry at Emory University in Atlanta (where he began his lifelong love of the Olympics in 1996), 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.

While 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, social media was new and a growing understanding of behavioral science was changing the way marketing was practiced. In 2004, Rohit became an early adopter of social media and started writing a marketing blog that was quickly named one of the top 25 blogs in the industry, according to Ad Age magazine.

Across the past 20 years, publishing thousands of articles and insights, 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 now widely used in digital marketing classrooms at Universities 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 earned Rohit his first book deal in 2008, a traditional publishing offer from McGraw-Hill to write his first book, *Personality Not Included*. The book was not a huge commercial success but was critically acclaimed and won a prestigious Gold Atticus award. It was also adopted and used by many senior business leaders trying to make their organizations more authentic (one keen reader spotted the book in a *Businessweek* magazine article photo on the desk of former Yahoo CEO Marissa Mayer!).

His next three books were increasingly successful (the second with another large traditional publisher and his third and fourth being self-published). After these experiences and thanks to his growing popularity as a keynote speaker, Rohit left his role at Ogilvy in 2014 and along with his wife Chhavi founded a new independent publishing company called Ideapress Publishing to publish his fifth book, *Non-Obvious*—which became an immediate *Wall Street Journal* bestseller. The book evolved from his popular annual *Non-Obvious Trend Report* that he started back in 2011 and would eventually become a decade-long series of books.



The series culminated in 2020 with the international bestseller *Non-Obvious Megatrends*, which hit #1 on the Wall Street Journal bestseller list and the USA Today bestseller list. To date, the entire series has been read or shared by more than 1 million readers and won more than 35 international book awards including recognition by the prestigious Leonard L. Berry Marketing Book Award, the Eric Hoffer Business Book of the Year, a Gold Medal in the Axiom Awards and was also selected by Pencraft as the Book of the Year.

After wrapping up his signature trend series, during the pandemic Rohit continued his trend research while also pivoting to delivering virtual keynotes, launching a popular weekly YouTube interview show and co-hosted an ambitious virtual summit that brought together more than 200 speakers to talk about how to build a more diverse and inclusive world. That effort inspired a new collaboration with well-known DEI expert Jennifer Brown to co-author a book called *Beyond Diversity* in 2022 which also hit the WSJ bestseller list.

Turning back to his popular trend research, Rohit continued his three-year ongoing collaboration with British futurist Henry Coutinho-Mason to interview and research some of the most groundbreaking work from scientists and entrepreneurs imagining a better future. These conversations and insights all came together in a book which he published with Henry in 2023 called *The Future Normal*. The book featured 30 trends and cultural shifts shaping our world in the next decade and was a Grand Prize Finalist in the Hoffer Book Awards.

His newest book published in late 2024, is a new collaboration with pioneering venture capitalist Ben duPont. Their new book *Non-Obvious Thinking* offers a proven method for how anyone can have better ideas and learn to see what others miss and has already won several business book awards.

Outside his writing and research, bringing the insights from his books to live and virtual events a keynote speaker, Rohit has been invited to deliver his signature “non-boring” keynote talk 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 in 32 countries around the world.

Along the way he has increasingly been invited as the second “non-celebrity” keynote at events where he has been asked to take the stage right after (or before) some amazing fellow speakers and celebrities including legendary talk show host Jay Leno, Olympic champion Kerry Walsh, guru and author Deepak Chopra, radio personality and author Mel Robbins, Shark Tank judge and business owner Daymond John, philanthropist Melinda Gates, Tesla founder Elon Musk (before he got political!), musician and business pioneer will.i.am and NFL Hall of Fame quarterback Drew Brees.

At SXSW in particular, the long lines outside his popular Featured Session talks every year for five years running 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 sessions are still pretty darn entertaining.

Outside of his time on stage, Rohit also spent several years teaching popular oversubscribed 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 helped launch a new Innovation Center at his alma mater - the Goizueta Business School at Emory University in Atlanta.

The most consistent connection for his fans and followers has continually been his popular Non-Obvious Insights email newsletter that he has written regularly every Thursday for the past eight 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 winning newsletters from the New York Times and CNN. In 2024 he also began hosting The Non-Obvious Show podcast which is quickly becoming just as popular as his newsletter and has already featured interviews with many iconic business thinkers including Dan Pink, Beth Comstock, Guy Kawasaki, will.i.am and many others.

Thanks to his years of sharing insights, Rohit has also 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 six so far including 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/SPEAKING
