



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 ten books on marketing, storytelling, trends and the future. 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. He is the founder of two successful startups as well as one of the world’s largest book award programs honoring business books. Outside of his consulting work, Rohit also teaches speaking and persuasion at Georgetown University in Washington DC. His thinking has also been featured on *NPR*, *Fast Company* and the *Harvard Business Review*.

On a personal note, he loves the Olympics, actively 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

Rohit [**ROW**-HIT] Bhargava [**BAR**-GA-VA] is on a mission to inspire more “non-obvious” thinking in the world and help people learn to see what others miss.

He is the *THREE-Time Wall Street Journal* best-selling author of ten books on marketing, storytelling, trends and the future that have been read or shared by over 1 million readers.

As a “non-boring” keynote speaker, Rohit has been invited to speak in 32 countries and in sold-out venues across the country. He is the founder of the Non-Obvious Company, and teaches speaking and persuasion at Georgetown University. Rohit is also the creator of one of the world’s largest book awards programs for business books, the Non-Obvious Book Awards.

On a personal note, he loves the Olympics, actively hates cauliflower, is a proud dad of two boys.

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