

Mike Walsh

For speaking engagements contact K&M Productions
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MARKETING STATEMENTS

- Mike Walsh is a futurist and global strategist who helps business leaders and Fortune 500 companies thrive in this era of disruptive technological change.
- In his keynote, Mike addresses how to design a company for the 21st century while sharing examples of innovators that have already taken some interesting steps towards what the future of business might look like.
- A global nomad, he travels more than 300 days a year interviewing innovators, entrepreneurs and corporate revolutionaries.
- The CEO of Tomorrow, a global consultancy on designing business for the 21st century, Mike brings a strong research background to personalizing his keynotes for clients.
- Mike is a Board member and strategic investor in the North Alliance, Scandinavia's leading digital marketing group.
- He is the author of the best-selling book *FUTURETAINMENT*, published by Phaidon and winner of the design award by the Art Director's Club in New York.
- A prolific writer and commentator who is featured in international publications including *BusinessWeek*, *Forbes* and the *Wall Street Journal*.
- Mike was the main stage keynote speaker at the 2014 Professional Convention Management Association, the Million Dollar Round Table Annual Meeting and InfoComm 2014, three of the most prestigious events on the global speaking circuit.

PROFILE/BIO (see page 4 for additional Bio info ie Corporate Experience)

Mike Walsh is the CEO of Tomorrow, a global consultancy on designing business for the 21st century. He advises leaders on how to thrive in this era of disruptive technological change. Mike's clients include many of the global Fortune 500, and as a sought-after keynote speaker he regularly shares the stage with world leaders and business icons alike. Mike previously founded Jupiter Research in Australia, and has also held senior strategy roles at News Corporation in the Asia Pacific Region. He is currently a board member and strategic investor in the North Alliance, Scandinavia's leading digital marketing group. Mike's best-selling book *FUTURETAINMENT*, published by Phaidon was the winner of the design award by the Art Director's Club in New York.

THOUGHT LEADER

Rather than focusing on the distant future, Mike takes an anthropological approach – scanning the near horizon for emerging technologies and disruptive shifts in human behavior, and then translating these into pragmatic plans for business transformation. A prolific writer and commentator, Mike's views have appeared in a wide range of international publications including *BusinessWeek*, *Forbes* and the *Wall Street Journal*.

GLOBAL NOMAD

Constantly traveling the world for the best ideas, Mike spends more than 300 days a year on the road interviewing innovators, entrepreneurs and corporate revolutionaries to provide his clients and audiences with a fresh and compelling vision of tomorrow's opportunities.

KEYNOTE SPEAKER

Mike has delivered close to 1,000 keynote speeches around the world to companies in almost every industry. With a background in research and strategic consulting, Mike first leads his clients through a pre-event research process, designed to pinpoint the most relevant issues impacting their business and the strategies with the best chance of delivering meaningful change.

Once the research is complete, Mike will have everything he needs to deliver a high-energy, thought-provoking keynote that provides relevant solutions for your audience and sets the tone for your entire event.

KEYNOTES

Topic: Designing Your Business for the 21st Century

The companies that thrive in the near future will be the ones that not only embrace change but are the first to break the rules. If you could start with a clean sheet of paper, how would you design your company? Should your youngest staff member be making coffee or running your R&D team? Is Big Data something for your IT department to worry about, or a weapon to be wielded by your management team? Do you ban social networks or use them to collaborate more effectively?

Most companies are simply not designed to survive. They become successful on the basis of one big idea or breakthrough product. That early success then becomes a rigid code, and as customer habits and markets change, many fail to see that everything that made them successful is exactly what will destroy them later.

Based on interviews with you and your choices on the 7 strategic priorities, Mike will cover a range of thought provoking issues including:

- How your future customers will think, talk and transact.
- Lessons on disruptive innovation from fast growing, emerging markets.
- How to leverage enterprise social networks to solve real business problems.
- What it takes to recruit, retain and motivate tomorrow's employees.
- How to apply speed, agility and the new lean IT mindset to your technology teams.
- Hacking your corporate culture to transform employee engagement.
- Why the multicultural web of tomorrow will be different from the one we use today.
- Identifying the critical data pivots in your business, the real-time numbers no leader can afford to ignore.

Mike's talk, "Designing Your Business for the 21st Century", will be tailored around your choices of the 7 strategic priorities outlined below.

The Seven Strategic Priorities for 21st Century Business Design

Smart leaders realize that the future of their company depends on business design decisions that must be made today. In his ongoing research on the world's most innovative companies, Mike has categorized those decisions into seven strategic priorities.

When you engage Mike as your keynote speaker, he will work with you to select the strategic priorities most relevant to your future roadmap. Then, during his research phase, he will conduct in-depth interviews with your team, clients or top performers in your industry in order to identify specific case studies that will resonate with your audience.

The seven strategic priorities are as follows:

1. People - engaging the next generation of customers and co-workers.
2. Marketing - figuring out the new marketing model.
3. Culture – understanding 'Network Capital' and today's employee engagement crisis.
4. Technology - re-imagining the role of IT in the enterprise.
5. Innovation - exploring new frameworks for disruptive thinking.
6. Global - building your business to world scale.
7. Leadership - becoming a data-driven leader.

AV Requirements

Mike's presentation uses a heavy amount of images and video, all embedded into his Keynote deck that he runs from his current generation Macbook Pro. Due to the custom nature of his presentation, it is not possible to run the slides from another machine or provide them prior to the presentation. He recommends allowing at least 30 minutes testing time prior to the event.

Our requirements are as follows:

- A digital data projector with either a VGA or DVI connection. Mike will supply the connecting dongle for his laptop.
- 3.5mm sound lead to play audio from the laptop.
- Mike will supply his own Logitech remote, but if the AV desk is far from the stage, we recommend you make available a USB range extender that provides line of sight coverage to the stage.
- Mike's presentation is anamorphic, and can display in either 4:3 or 16:9. If your display is widescreen, we recommend that the source image be stretched to fit.
- A fold back screen (a monitor so Mike can see which slides are onscreen from anywhere on stage).
- Mike doesn't require a lectern, and we recommend you keep the stage as clear as possible for him to move around.
- A wireless lapel or headset microphone (preferred).
- A bottle of water on stage, and prior to the performance warm water/tea with honey and lemon.
- Mike will bring an ATOMOS Ninja field recording device to take a copy of the live video feed of the presentation. He can connect to your vision desk via HDMI or HDSDI (assuming there is embedded audio).

QUOTE

"As companies start to enhance people and processes with programs and platforms, you will start to see the emergence of the truly 'virtualized' enterprise." Mike Walsh

BOOK

Futuretainment: Yesterday the World Changed, Now It's Your Turn

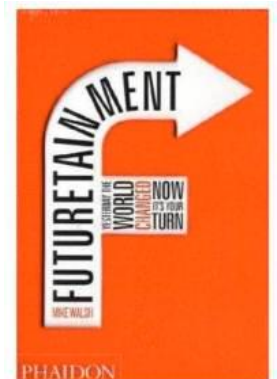
Over recent years seismic changes have taken place in the structure and direction of the media and entertainment industries. Since the launch of the first commercial web browser, to the advent of broadband, digital downloads and online virtual worlds, patterns of consumer behavior have adapted and evolved enormously, embracing new opportunities and having an indelible impact upon the commercial nature of media.

Keep your eye out for Mike's new books coming in 2014 and 2016.

WEBTOPICS

Business

- Change Management and Leadership
- Consumer Trends
- Corporate Culture
- Creativity
- Customer Loyalty/Relationships
- Emerging Markets
- Entrepreneurship
- Future/Trends
- Growth/Strategy/Trends
- Information Technology
- Innovation
- Leadership
- Marketing
- New Media/Social Media
- Organizational Change
- Sales Skills and Sales Management
- Teamwork
- Global Issues



ADDITIONAL BIO INFO: CORPORATE EXPERIENCE

Mike has been a pioneer in the digital space since the 1990s, running both successful start-up ventures as well as holding senior leadership positions in established media organizations. With a background in corporate law and management consulting, he began his career at XT3, a spin out from McKinsey and one of the first digital consulting firms created to help major companies embrace the embryonic Web. During the first dotcom boom, Mike launched the technology publishing group internet.com in Australia, which went on to become the leading local technology news and events platform in the country.

He also founded and ran Jupiter Research in the Asia Pacific, one of the first research agencies to track the early adoption of e-commerce and digital business models by online consumers. During this period, he was recognized as one of Australia's "Top 30 Entrepreneurs Under 30."

After his experiences in the Web space, Mike spent five years in senior strategy roles at News Corporation where he helped shape the digital strategy for both their Australian newspaper and Asian TV divisions. Directly engaged by the CEO of Star TV to provide the company with a digital roadmap for their operations, he began his in-depth research into the fast growth markets of Asia.

While in Hong Kong and inspired by the dramatic changes taking place in China and India, Mike founded his latest venture, Tomorrow - an innovation research lab focused on emerging technology and disruptive consumer behavior. Always in demand for his fresh insights and practical future-focused strategies, Mike has advised the CEOs and senior management teams at multinational companies including: the BBC, Fujifilm, Richemont, MSN, Star TV, Televisa, Philips, and HSBC.

In addition to his corporate profile, Mike is a published photographer and supporter of the Arts. His photographic images from his travels around the world helped his book, *FUTURETAINMENT*, win an Art Director's Club award in NYC. He has also served on the Director's Circle at the Australian Museum of Contemporary Art.

As a global nomad and consumer trend scout, Mike does live research, in the trenches, with big corporations and entrepreneurs all over the world bringing a truly global perspective to every event.

Mike's personal manifesto: *"Everything is changing. How we live, how we work and how we play. But to understand the future you need to focus on anthropology (the study of human beings) not technology. After all, as interesting as it is when things change, the real magic happens when people do."*

Mike Walsh is represented by K&M Productions (Toronto)
For more information & booking Mike Walsh contact us.

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