

# 30th Annual Texas Travel SUMMIT

San Antonio ★ September 2015

## KEYNOTE SPEAKER Mike Walsh Tomorrow



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 a thousand keynote speeches around the world to companies in almost every industry. His customized presentations leave audiences prepared and inspired to transform the way they do business. In 2014, Mike was invited to be a main stage keynote speaker at the Million Dollar Round Table with an audience of more than 8,000 people, one of the most prestigious events on the global speaking circuit.

### 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."*