



## Rohit Bhargava

**AUTHOR · ENTREPRENEUR/FOUNDER**

Most organisations watch the same trend reports as their competitors and reach the same conclusions. The signals that actually move markets sit one layer deeper, in the cultural shifts and behavioural changes that have not yet been named. The cost of missing them is not a bad quarter, it is a flat decade.

Rohit Bhargava is a trend curator and Georgetown adjunct professor who teaches leaders a repeatable method for spotting the cultural and commercial shifts their competitors will miss.

### Rohit Bhargava's 2026 Biography

#### AVAILABLE FOR

- Speaking

### Why organisations work with Rohit Bhargava

- He brings a decade of annual trend research, distilled into the *Non-Obvious* and *Megatrends* book series, into a board or strategy off-site as a working method, not a slide deck.
- The SIFT framework gives marketing, innovation and strategy teams a shared language for separating durable shifts from passing noise, which most trend keynotes leave unresolved.
- His client list (NASA, Disney, World Bank, Intel, American Express) signals a track record with organisations that have to make capital decisions on long horizons, not just generate quarterly campaigns.
- *Beyond Diversity*, co-authored with Jennifer Brown, gives him a credible second register on inclusion as a commercial and cultural question, useful when a single keynote needs to cover both growth strategy and people.
- He works as a trained marketer (15 years at Ogilvy and Leo Burnett), which means innovation and trend content lands with sales, brand and customer leaders rather than staying at the level of abstract foresight.

#### ROHIT'S SPEAKING THEMES

- Artificial Intelligence & Generative AI
- Customer Experience & Marketing
- Diversity, Equity & Inclusion
- Innovation & Disruption
- Marketing & Branding
- Scenario Planning & Strategic Foresight
- Storytelling & Business Communication

### Biography highlights

- 3-time Wall Street Journal and USA Today bestselling author of ten books, including #1 WSJ bestseller *Non-Obvious Megatrends*.
- Adjunct professor of marketing and storytelling at Georgetown University.
- Co-founder of Ideapress Publishing and founder of the Non-Obvious Company.
- Co-author of *Beyond Diversity* with Jennifer Brown (Simon & Schuster / Ideapress); WSJ bestseller.
- Keynote and workshop work for NASA, Disney, Intel, American Express, World Bank, Coca-Cola, Microsoft.
- Featured speaker at five SXSW events; keynote at SXSW Sydney 2023,

**LANGUAGES: English**

the first SXSW outside the United States.

## Biography

Trend forecasting is crowded. Most of what circulates inside large organisations is a recycled version of the same six themes: AI, sustainability, hybrid work, generational change, geopolitics, the consumer. The harder question for a senior team is which of those headlines actually changes how they should allocate capital next year, and which signals further out are not yet on anyone's deck. That gap is the work Rohit Bhargava has built a decade-long research practice around.

His *Non-Obvious* book series, published annually from 2015 and culminating in the WSJ and USA Today #1 bestseller *Non-Obvious Megatrends* in 2020, reached more than a million readers. The follow-up, *The Future Normal*, co-authored with Henry Coutinho-Mason and launched at SXSW in 2023, covers thirty shifts shaping the next decade, from generative AI to biophilic design. The 2024 book *Non-Obvious Thinking*, written with Ben duPont, formalises the SIFT method, a four-step habit for curating ideas that audiences can take into their own teams.

Before becoming a full-time author and speaker, Bhargava spent 15 years in brand strategy roles at Ogilvy and Leo Burnett, advising consumer brands on behaviour and storytelling. He teaches marketing and storytelling at Georgetown University as an adjunct professor, and writes a monthly column for *Inc.* on books that matter. With Jennifer Brown he co-authored *Beyond Diversity*, a Wall Street Journal bestseller published by Simon & Schuster and Ideapress, which examines inclusion across twelve domains including workplace, leadership and technology.

The client list, NASA, Disney, the World Bank, Intel, American Express, Microsoft, signals where the work lands hardest: organisations that need to translate cultural and technological signals into product, capital and brand decisions on multi-year horizons. The point is not to predict the future but to teach a working team to spot it earlier than the competition.

## Key speaking topics

- Trend forecasting and the non-obvious method
- Innovation as a research discipline
- Marketing and brand in low-trust markets
- AI and the future of trust
- The Future Normal: thirty shifts reshaping commerce
- Inclusive growth and *Beyond Diversity*
- Storytelling for senior leaders
- Creative thinking and curation as a managed habit

## Ideal for

- Chief marketing officers, brand teams and customer experience leads navigating attention and trust in saturated markets
- Chief strategy officers, innovation leads and corporate development teams setting multi-year direction
- Boards and executive committees commissioning a sharper view of how cultural and technological shifts will hit their category
- Sales and partner kickoffs where a strategy team wants a working method, not a trend slide

## Audience outcomes

- A working knowledge of the SIFT method and how to use it inside a team
- A named set of cultural and commercial shifts that are relevant to the audience's specific industry, not generic trend lists
- A shared vocabulary for separating durable signals from passing noise
- Practical examples of how organisations including NASA, Disney and World Bank have translated trend research into operating decisions
- Confidence that trend work can be a repeatable internal habit, not a one-off external report

## Rohit Bhargava's 2026 talks & topics

### How to be a Non-Obvious Thinker

Teaches the SIFT method, a four-step practice for curating ideas and spotting trends, drawn from a decade of *Non-Obvious* research.

#### Key takeaways:

- A repeatable framework for separating signal from noise across a flood of information
- Case studies of leaders and organisations that applied non-obvious thinking to specific commercial decisions
- Practical exercises for embedding the method inside a marketing, strategy or innovation team

---

### 7 Non-Obvious Trends Shaping the Future Normal

Draws from *The Future Normal* and the Megatrends research to map cultural and technological shifts that will define the next decade.

#### Key takeaways:

- Seven named trends with industry-specific implications, from biophilic design to generative AI
- A view of how technology and human behaviour are converging in customer-facing categories
- Provocations for boards on which trends justify capital reallocation and which do not

---

### The Art and Science of Non-Obvious Marketing (In a Skeptical World)

A working session for marketing and customer leaders on commanding attention and building loyalty in low-trust environments.

#### Key takeaways:

- Five mechanisms for earning credibility when consumers default to suspicion

- Examples of brands that have moved from awareness-led to trust-led marketing
- A diagnostic for testing whether current brand work is generating measurable loyalty or surface engagement

---

## 7 Non-Obvious Secrets To Thrive In An AI-Disrupted World

A leadership keynote on operating advantage under AI disruption, balancing technology deployment with human judgement.

### Key takeaways:

- Where AI tools genuinely change the operating model, and where they do not
- A leadership posture for navigating workforce concerns and trust questions as deployment scales
- Specific guidance on when to deploy AI and when to deliberately avoid it

## Rohit Bhargava's Videos



## What Rohit Bhargava's clients say

If I had to describe this session to a friend or colleague, I'd say it's a unique opportunity to hear from Rohit about how design, storytelling, and emerging technologies can come together to transform education. It's not just a talk—it's an inspiring and practical session that challenges the way we think about learning, innovation, and the future of work. You'll leave with fresh insights and ideas you can apply right away, whether you're an educator, designer, or leader in the education space.

**Hellen**

Enlightening powerful food for thought and informational perspective that everyone needs to hear that could bring the world back together. What's more important to our existence than addressing truth decay and getting people to understand the threat of fake everything but especially in social media. It's killing our kids....and causing undue stress and anxiety. Thx!! I saw Social Dilemma and Fantastic fungi. Great doc films that support your points you made in presentation. You must see Common Ground that opens in theaters across the US toward end of month and Roots So Deep if you love true innovation and truth telling to power structures that will create systemic change for people planet animals and most importantly help to ensure a just and healthy world and livable planet for our children and future generations. Now that's a run on sentence. I'm out of breath. Pls come to our Regen Ag session tomorrow if you're here in the morn.....

**Laura Turner Seydel**

Sorry to not just make the feedback about Rohit, but it was fantastic to hear Rohit and Meg on consecutive days here at SXSW. It was so valuable to be introduced to two very different perspectives and processes working in the same space and trends, and I really had a lot to think about after hearing them both.

Everyone should catch it. It's easily digestible for people who have never thought outside the box and visually engaging to boot. It leaves those who have the propensity to think differently wondering how and where can we meet more like minded people and put our brains together to create a difference.

Non obvious is my middle name ☐ I've being the weird one, looking at what nobody could see and say things that didn't make sense at the time for my whole life and it's refreshing to see someone with that ability and that was able to put together a guide to open peoples minds.

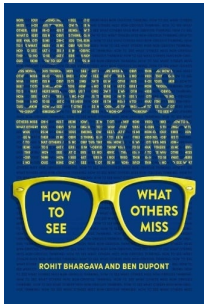
The future will be shaped by the decisions and the choices of the people around us (in our industry) Rather than passively rehearsing the future reactively, based on their choices, there are ways you can influence the future (yours at least) by actively driving choice.

**Steffen Gentis**  
*MCA Reckitt*

An invitation and inspiration to pay attention to what has/is happening and use that understanding to create, not replicate, the future. In short, if reality is a set, and our experiences & knowledge is a subset, we were invited to the complement of our subset.

A session that cuts through the noise of marketing and business development tips and strategies by presenting a through process that addresses today's issues and the future issues relating to making connections in the new landscape of remote and isolated living.

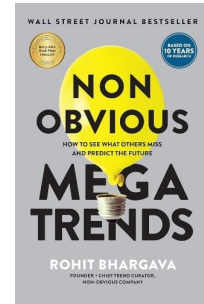
## ROHIT'S LATEST BOOKS



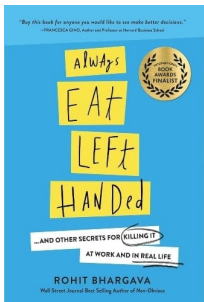
**Non-Obvious Thinking: How to See What Others Miss**



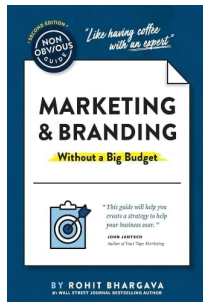
**The Future Normal: How We Will Live, Work and Thrive in the Next Decade**



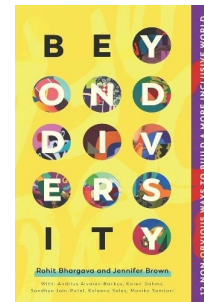
**Non Obvious Megatrends: How to See What Others Miss and Predict the Future (Non-Obvious Trends Series)**



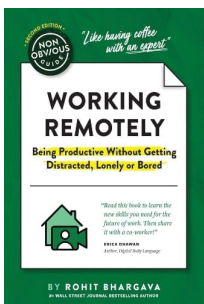
**Always Eat Left Handed: 15 Surprising Secrets For Killing It At Work And In Real Life**



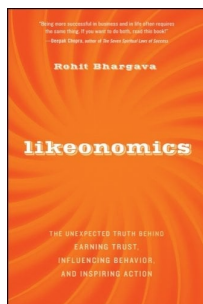
**The Non-Obvious Guide to Marketing & Branding : (Without a Big Budget)**



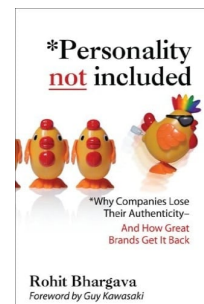
**Beyond Diversity: 12 Non-Obvious Ways To Build A More Inclusive World**



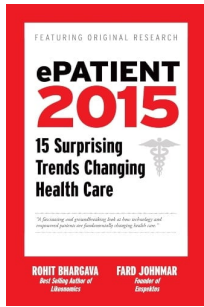
**The Non-Obvious Guide to Working Remotely: (Being Productive Without Getting Distracted, Lonely or Bored)**



**Likeonomics: The Unexpected Truth Behind Earning Trust, Influencing Behavior, and Inspiring Action**



**Personality Not Included: Why Companies Lose Their Authenticity And How Great Brands Get it Back, Foreword by Guy Kawasaki**



**ePatient 2015: 15 Surprising Trends Changing Health Care**

**Rohit Bhargava's 2026 speaking fees**

Specific fees fall within the ranges shown. These are presented as a guide only and are subject to change without notice.

	<b>EUR</b>	<b>GBP</b>	<b>USD</b>
<b>Home Country</b>	Please enquire	Please enquire	Please enquire
<b>Asia Pacific</b>	Please enquire	Please enquire	Please enquire
<b>Europe</b>	Please enquire	Please enquire	Please enquire
<b>Middle East &amp; Africa</b>	Please enquire	Please enquire	Please enquire
<b>South America</b>	Please enquire	Please enquire	Please enquire
<b>United Kingdom</b>	Please enquire	Please enquire	Please enquire
<b>US East Coast</b>	Please enquire	Please enquire	Please enquire
<b>US West Coast</b>	Please enquire	Please enquire	Please enquire
<b>Virtual</b>	€12000 to €40000	£10,001 - £35,000	\$15000 - \$50000