



Brian Solis

Global Innovation Evangelist at Salesforce, award-winning author and world-renowned digital anthropologist

Brian Solis is globally recognized independent digital analyst and anthropologist. He is also an award-winning author, prominent blogger/writer, and world renowned keynote speaker.

Brian's biography

Brian Solis Career

Brian Solis is Global Innovation Evangelist at Salesforce, the global leader in Customer Relationship Management (CRM). Brian's work at Salesforce focuses on thought [leadership](#) and research that explores [digital transformation](#), innovation and disruption, CX, commerce, and the cognitive enterprise. Brian has dedicated his career to understanding [digital disruption](#), predicting trends and helping leaders shape the future they want to see. As a world-renowned keynote speaker, Brian also has a unique gift of humanizing digital trends to make transformation and [innovation](#) meaningful and even inspiring. He's a true storyteller at heart. Even the Disney Institute has quoted his work!

Recently named a "Top Futurist Speaker" by ReadWrite and called "one of the greatest digital analysts of our time," Brian Solis is an engaging and inspiring speaker who makes our digital future approachable and meaningful. He is also an award-winning author of eight best-selling books including, *X: The Experience When Business Meets Design*, *What's the Future of Business* and *The End of Business as Usual*.

In his latest book, *Lifescape: How to live a more creative, productive and happy life*, Brian tackles the struggles of living in a world rife with constant digital distractions. His model for "Lifescaling" helps readers overcome the unforeseen consequences of living a digital life to break away from diversions, focus on what's important, spark newfound creativity and unlock new possibilities.

For almost 30 years, Solis has studied and influenced the effects of emerging [technology](#) on business and society. His research and books help executives, and also everyday people, better understand the

relationship between the evolution of technology and its impact on people and also the role we each play in evolution. As a result of his work, Solis also helps leading brands, celebrities, and startups develop new digital transformation, culture 2.0, and innovation strategies that enable businesses to adapt to new connected markets from the inside out.

With a loyal online audience of over 700,000 people online, his work makes him a sought-after thought-leader to leading brands, celebrities such as Oprah, Shaq and Ashton Kutcher and over 1,000 startups around the world.

Brian also hosts (r)evolution, a popular online video series that examines technology, trends and best practices and introduces viewers to the thought leaders who are blazing the trail. Guests have included Katie Couric, Mark Burnett, Shaq, Billy Corgan, and Adrian Grenier.

Brian's talks

- **The Cure for Shortermism and Out-of-Touchness**
Upgrading legacy management mindsets to next-level digital business leadership.
- **The Race from Digital Darwinism to Digital Transformation**
How to thrive in a digital economy by building out an infrastructure of leading technology, vision and human-centered value.
- **Disruption-Proof**
Shifting from rigid processes and risk averse cultures to agile and high performance cultures of innovation.
- **Digital Customer Experience and Service Innovation**
Designing brands, experiences and services for Generation-C (Connected Customers).
- **Innovation Theater**
The real reasons why innovation fails and how to think and act like Silicon Valley disruptors.
- **The Change Agent's Manifesto**
Empowering the innovators and disruptors from within your organization to unlock future possibilities.
- **Digitally Distracted Customers and Employees!**
Exploring the effects of digital distractions on work and consumerism and how to deliver more meaningful and productive experiences.
- **Trust in the Digital Era**
In a world where social networks have become media and digital literacy is now a luxury, here's how we shape the future of truth and trust.

