



Rahaf Harfoush

Digital Anthropologist

Rahaf Harfoush is a New York Times best-selling author, researcher and professor focusing on the intersection of innovation, leadership, & emerging technologies.

Rahaf's biography

About Rahaf Harfoush

- Digital Anthropologist
- New York Times Best-Selling Author
- Executive Director, Red Thread Institute of Digital Culture
- Professor, SciencesPo School of Management and Innovation
- Member France's National Digital Council
- Visiting Policy Fellow, Oxford Internet Institute

Rahaf's research centres on the human impacts of [artificial intelligence](#), algorithms, social networks, and big data. Her latest book, entitled "Hustle & Float" (February 2019) reveals how the collision of disruptive technologies and centuries-old beliefs about work, is creating an untenable tension for workers in the ideal economy, and what organizations need to do to help their creatives thrive.

Rahaf is the Executive Director of the Red Thread Institute of Digital Culture, a think-tank and consultancy that focuses on helping organizations translate [innovation trends](#) into strategic opportunities. Her clients include UNESCO, L'Oreal, Estee Lauder, Bank of America, Facebook, Google, IBM, Ernst & Young, PwC, Airbus, Lenovo, Logitech, the OECD and more.

She teaches "Innovation & Emerging Business Models," at SciencePo's school of Management & Innovation in Paris. Rahaf is a member of France's National Digital Council. She is also a Visiting Policy Fellow at the Oxford Internet Institute. She was named a Young Global Changer at the G20 Think Tank

Summit.

Rahaf sits on the Steering Committee for the Peter Drucker Forum as well as the Peer Reviewing Committee for the Association of Internet Researchers. In 2014, Rahaf was named as a Rising Talent by the Women's Forum for the Economy and Society and a Young Global Changer by the G20 Think Tank Summit. She was also selected as one of the Top 30 [future thinkers](#) by the prestigious Hay Literary Festival. Rahaf's has been featured in TED, Harvard Business Review, Wired Magazine, MIT Technology Review, The Globe & Mail, The CBC, Bloomberg, Monocle, France24, The Guardian, The LA Times, Fast Company, Forbes, and more.

Formerly, Rahaf was the Associate Director of the Technology Pioneer Programme at the World Economic Forum in Geneva. She was the Research Coordinator on Don Tapscott's best-selling "Wikinomics: how Mass Collaboration Changes Everything."

An engaging and passionate speaker, Rahaf has been sharing her insights on technology and innovation since 2006. She excels at making trends and research easy to understand and uses case studies, stories and anecdotes to deliver presentations that are entertaining, informative and funny. Rahaf also has extensive experience moderating panels and MC'ing events. All sessions can be customized for audience, industry, and function and are available in both keynote and workshop (full day/half day) for clients.

Rahaf's talks

- **The Creatives-Centric Culture: Mastering the Art of the Hustle & Float**

Our modern day working life is in a state of crisis. As the global economy continues to shift towards knowledge work, the days of standardized tasks are long gone, replaced by the mounting pressure to come up with endless ideas to stay ahead of the competition. Companies are facing immediate challenges in recruiting and retaining highly skilled creatives, an essential part of thriving in today's hyper competitive business landscape. In addition to the pressure of being connected 24/7, employees are struggling to be both constantly creative and constantly productive to keep up with the never-ending demands of their jobs – and it's not working.

- **Digital Culture**

We're now seeing the rise of the world's first global digital culture—a place where ideas and cultures mix seamlessly, unrestricted by geography or borders. We now enjoy new ways of coming together, forming geo-agnostic communities united by an Internet connection and a common interest.

- **Constantly Connected: The Hidden Forces Driving our Digital Behavior**

In a world where there seems to be new gadgets, apps, and digital tools released daily (if not hourly), it's easy to get lost in the flood of new technology and overlook how quickly, and profoundly our world is changing. In this unique talk, Rahaf explores how technology is weaving itself into the social fabric of our lives and influencing everything from how we make friends and date to how we work and parent. Welcome to the age of unprecedented technological intimacy.

- **AI, Algorithms and Automation: The Role of Humans in the Digital revolution**

Should we tax robots? What if my child's best friend is a chat bot? What does an algorithm ethicist do? Do smart machines need therapy?

We are on the verge of one of the biggest technological disruptions our species has ever faced. As automation, algorithms, and artificial intelligence continue to advance at an exponential rate, technology is rewriting the rules of our society that have served us for decades. In this talk, Rahaf

explores what it means to be human in world where the features that differentiated us are now being replicated by machines.

- **Web3: The Next Frontier**

Will Web3 live up to the hype?

Artists selling NFTs of their work for millions of dollars. People pooling their resources together to try and buy a copy of the US constitution. Metaverses being touted as the next frontier for connection and entertainment.

The web is abuzz with the promise and potential of Web3, new applications of technologies built on the blockchain.

But beyond the headlines, what's really going on?

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