



# Nancy Giordano

Strategic Futurist, Corporate Strategist,  
Keynote Speaker

- Founder & CEO, Play Big Inc.
- Former Leading Marketing Executive
- Ranked as One of the “World’s Top Female Futurists”
- Top 7 “Women of Influence - Future of Leadership”
- Curator of TEDxAustin and TEDxYouth@Austin
- Producer of Gigaom Change leadership summit.

## Areas of Expertise

innovation | technology | strategy | branding | future  
of work | agility | consumers | leadership | AI | talent

## Leading Expert on Creating the Future

Described as endlessly optimistic, Nancy is a strategic futurist with a drive to help enterprise organizations and visionary leaders transform to meet the escalating expectations ahead. Recognized as one of the world’s top female futurists, she has spent her career building, shaping and evolving a portfolio of \$50 billion worth of major global brands. Executives love her unique abilities to sense and synthesize the shifts ahead and to guide those ready to build more relevant and sustainable solutions.

Nancy started a formidable career at several of the most influential ad agencies in NY, Chicago, and LA. For more than fifteen years she has been the Founder/CEO of Play Big Inc., a strategic inspiration company, applying her broad understanding of the intense cultural and technological shifts we’re facing.

Her extensive knowledge of the drivers shaping our future (and driving business) have guided transformation projects with The Coca Cola Company, Brinker International,

Sprint, Nestle, Acumen, Energizer, Mercedes Benz and many other Fortune 500 companies. Her work has made her one of the fastest rising women speakers in the world, both as a keynote speaker and at C-level strategy exchanges, in wide range of industries including technology, entertainment, travel, food, retail, consumer products, homebuilding, talent, B2B services, and much more.

Her current work is diving more deeply into the intersections of tech, business and society. Two recent examples include her work to frame the internal culture and talent infrastructure for a leading artificial intelligence company, and the producing of Gigaom Change, a Leader's Summit diving into the seven most disruptive technologies for enterprise. She has been ranked as one of the World's Top Female Futurists (research by Ross Dawson) and was voted 7th Woman of Influence on the Future of Leadership list (Women Speakers Association). She was the first global TEDx licensee and currently leads a youth-led team to produce one of the globe's largest TEDx events for teens, hosting nearly 1000 annually.

Her vibrant presentations are about answers to your toughest questions. She meticulously crafts her talks based on the specific needs of your audience, spending time with you in advance to pinpoint the critical issues. If you are looking for a high-energy futurist who thinks like a strategist and acts like a creative marketer, she may be the perfect speaker for your next event.

Nancy lives in Austin, Texas and her ideas can be found on her blog [Cultural Acupuncture](#) often featured on *The Huffington Post*.

## Speech Topics

### Shaping Your Business Future

Our reality is that business leaders are spending so much time fixing problems and getting work done that they have little energy left to see how the future taking shape. Nancy provides an executive-level understanding of how changes in technologies, demographics, culture, economic behavior, public policies, and much more will provide unique opportunities and critical challenges to the profitability of companies. Expand the scope of your event and find out now what this means to you.

## How Technology, Demographics and Values Are Disrupting the Future of Work and Talent

Artificial Intelligence, Robotics, Virtual and Augmented Reality, Drones, and other technologies are increasingly making certain job functions obsolete. Behaviors and attitudes are changing what we want to do for work. How will these change the nature of work, and how companies operate in the future? Nancy delves into both the advancing technologies and the critical shifts companies and the workforce must confront to stay relevant in the future.

## The Seven Technologies That Are Changing Everything

As Executive Producer of Gigaom Change, Nancy and her company have curated the leading experts on Artificial Intelligence, Robotics, Nanotechnology, Virtual + Augmented Realities, 3D+ Printing, Cybersecurity and Human-Machine Interface. What is the gist? Why do these matter and what can businesses expect looking ahead?

## The Case for Audacious Leadering

In this time of great change, what does it take to be a leader with great vision? What will the future expect from you? How do you guide transformation and manage constant complexity?