



Introduction Script: Rohit Bhargava

Rohit [**ROW**-HIT] Bhargava [**BAR**-GA-VA] is a trend curator and marketing expert dedicated to bringing more humanity back to business.

He is the *Wall Street Journal* best-selling author of six books on topics as wide ranging as the future of business and consumers, how to build a trustworthy brand, and why real leaders never eat cauliflower. His signature book, *Non-Obvious*, has helped inspire over 1 million readers to think different.

As a “non-boring” keynote speaker, Rohit has been invited to deliver multiple TEDx talks and taken the stage at over 500 events in 31 countries around the world. Before starting the Non-Obvious Company, Rohit previously spent 12 years leading marketing and innovation strategy for brands at two of the largest agencies in the world, Leo Burnett and Ogilvy [**OH**-GIL-VEE].

Outside of his speaking and consulting, he is also an Adjunct Professor of marketing and storytelling at Georgetown University and writes a monthly column for *GQ* magazine in Brazil. Rohit’s insights have been featured on *NPR*, *Fast Company*, *CNN* and the *Harvard Business Review*.

He believes in listening before talking, and his business card describes him as a “nice guy” – a claim he hopes to prove by staying after his talk today to connect with all of you personally. We are thrilled to have him here, so please join me in welcoming **ROW**-HIT **BAR**-GA-VA!