

Brian Solis

Head of Global Innovation at ServiceNow, Former Vice President of Global Innovation at Salesforce, Best-Selling Author, Digital Futurist, Silicon Valley Luminary

Futurist: Forbes heralded Brian Solis as “one of the more creative and brilliant business minds of our time.” He was recently named a “top futurist speaker,” by *ReadWrite*. *ZDNet* called him “one of the 21st century business world’s leading thinkers.”

Brian helps audiences understand the evolving, complex landscape of digital trends and how they impact our work, markets, and business over time. Whether it’s generative AI, AR/VR or and spatial computing, web3, the metaverse, IoT, digital twins, or quantum computing, Brian humanizes each wave of emergent disruption to help audiences understand trends and see themselves productively shaping the future. He helps shift people’s mindsets from being overwhelmed, confused, or intimidated to moving forward with curiosity, excitement, and imagination.

Digital Anthropologist: Brian is one of the industry’s first digital anthropologists who helped define the practice and humanized the trends. He observes how technology changes people’s behavior as leaders, employees, or customers and understand their aspirations, their values, how they make decisions, and how they want to work.

Through this research, Brian helps audiences empathize with different generations (Gen-Y, Z, Alpha) and understand how technology creates a cross-generational superset of people with similar behaviors, interests, and aspirations. Brian coined these important groups as Generation-Connected and Generation-Novel.

ServiceNow: Currently, Brian serves as the Head of Global Innovation at ServiceNow. In his role, he sets the strategic direction and programming for ServiceNow’s Innovation and Executive Briefing Centers in Silicon Valley, New York, London, Paris, Sydney, and Singapore. Additionally, Brian designs and delivers engagements with customers to advise on digital and business innovation strategies. He writes for leading publications to help executives and customers understand technology and market trends and inspire business model innovation.

United Nations: Brian serves as a special adviser to the UN global innovation team. He develops workshops and keynotes that explore emergent trends and future scenarios, scenario strategies, skills development, and culture and leadership.

Salesforce: As the leader of Global Innovation at Salesforce, Brian gained a reputation as the “CxO Whisperer” because of his ability to translate shifting technology and market trends into actionable strategies. He also has a deep understanding of the challenges and opportunities facing companies and helps leaders think differently about current priorities and investments to future proof their organizations. Brian also partnered with leading brands to develop innovation pilots in service, L&D, and commerce, including applications that featured digital humans, 3D/immersive shopping and e-commerce powered by augmented reality.

Brian is personable approachable and engaging. And as one event organizer recently put it, “Brian has a special gift to engage people and help everyone believe they can be part of change.” The Conference Board said it this way, “Brian is the futurist we all need now.”

He’s an eight-time, best-selling, and award-winning author and has published more than 60 research reports on the future of business, work, digital transformation and innovation across industries such as retail, healthcare, financial services, insurance, and public sector. He’s currently working on his ninth book due out later in 2023.

His blog, BrianSolis.com, is among the world’s leading business online resources to his 800,000 followers. Brian also contributes to *FastCompany*, *ZDNet*, *Forbes*, *Techonomy*, *CIO*, and *Singularity University*.