

## Nichol Bradford

Executive-in-Residence for AI+HI at SHRM, Futurist, Founder & Chairman of the Transformative Tech Lab

Working at the intersection of psychology, neuroscience, behavior, technology, and science, Nichol Bradford's mission is to empower human transformation and wellbeing by catalyzing new visions, opportunities, and tech-enabled tools for all. She ignites new ways to use technology to expand beyond our perceived limits and reach our fullest potential through her global non-profit Transformative Tech.org, working with talented researchers, founders, and investors across the globe who build tech for human health and happiness that will redefine wellbeing for the next decade.

According to Bradford, "Anywhere there's exponential tech, there's a path to enhance human wellbeing." Exclusively represented by [Leading Authorities speakers bureau](#), she speaks extensively on human transformation, transformative tech, and the future of health, work, and human excellence. Weaving wellbeing, technology, and science into practical possibilities for us all, she lays out how we can successfully navigate the future of work and society with our humanity intact. Using real-life examples and use cases from the latest trends in wellness technologies, Bradford demonstrates to groups how these emerging advances can be applied to heal, upskill, and enhance human capability and benefit all of mankind.

Bradford co-founded and built Transformative Tech.org, a global ecosystem dedicated to educating, gathering, and activating wellbeing tech founders, investors, and innovators – with members in 72 countries and 450 cities and events that attract more than 1,000 attendees. The largest and most respected authority on welltech, Transformative Tech helps founders leveraging exponential tech for mental and emotional wellbeing, social and emotional wellness, and human potential and performance find feedback and funding, and helps investors find the best wellbeing tech founders and companies for their needs. As executive director, Bradford helps corporate innovators understand and apply these powerful tools to their businesses, as well as curates the Transformative Tech Conference – a leading event at the intersection of tech and wellbeing. In addition to her work with Transformative Tech.org, Bradford serves as executive in residence for the Society of Human Resource Managers, where she is focused specifically on human and AI enablement in the modern workplace.

Prior to becoming a leader in transformative technology, Bradford served as a senior interactive entertainment executive responsible for strategy, operations, and marketing for major brands that include: Activision Blizzard, Disney, and Vivendi. In her role, she operated World of Warcraft and all of Blizzard Entertainment's properties in China as well as held a key role on the Vivendi Games team responsible for the Activision-Blizzard merger – an \$18B deal and an industry defining event. Bradford was also the CEO and founder of Willow Group, providing accessible and effective technologies to elevate psychological wellbeing.

Bradford is a lecturer at Stanford University, a graduate of Singularity University's Global Solutions program, has an MBA from the Wharton School of Business, and a BBA in Marketing from the University of Houston. She is a board trustee of the California Institute of Integral Studies, a fellow of the British American Project, served on the board of the Brandon Marshall Foundation for Mental Health, and is a former term member of the Council on Foreign Relations. Bradford is also a novelist and has written *The Sisterhood*, a work of transformative Afro-futuristic fiction.