

Shawn DuBravac

Futurist and Best-Selling Author

Digital Destiny: How Innovation Will Affect Your Industry. In 1980, McKinsey predicted that there would be 300,000 mobile phones in use by 2000. Today, there are 330 million in the US alone. DuBravac outlines the “5 pillars of our digital destiny,” which includes among other things the continued proliferation of digital devices, increased connectivity, and the “sensorization” of consumer goods, and illustrates what the business world of the future will look like. DuBravac predicts which experimental technologies will stick and disrupt business models, paints the picture of a continued shift from an analog to a digital world, and customizes his talk to showcase how business innovation has and will continue to affect the client at hand personally.

ChatGPT Is Rewiring Business. As one of the world’s leading futurists and a senior tech industry economist, Shawn Dubravac is a highly sought-after advisor on how leaders can frame the future for their organizations. He possesses unparalleled insights into the tech and trends that are revolutionizing the ways we live, work, and do business, including generative artificial intelligence tools such as ChatGPT. In this talk, Dubravac gets groups thinking big picture and long-term about ChatGPT and other generative AI tools, suggesting that we go beyond asking what they can do and think about what they mean for us.

As he addresses the opportunities, curiosity, uncertainty, and challenges AI presents, he also touches on topics such as how AI will impact product and service innovation, consumer behavior, business strategy, and organizational culture. Dubravac’s look into the ongoing shift from digitization to datafication is a fascinating, all-encompassing exploration into how organizations can adapt and navigate the future of work, growth, and creativity to achieve their business goals. With now being the time for radical reinvention, Dubravac introduces new strategies for how organizations can think differently about the future and unleash the opportunities of AI to support their objectives.

The Connected Consumer of Tomorrow. According to Dr. DuBravac, the consumer of tomorrow will use “the internet of me,” rely heavily on predictive customization, and live in a digital world that provides updates on their lives in real time. Dr. DuBravac looks at the rise of wearables and micro-customization, and breaks down how businesses will need to interact with their consumers as the social experiences of things like meetings, shopping, driving, and interacting change, altering with them formerly tried-and-true methods of advertising, marketing, and selling to clients. This talk provides answers to questions such as:

- How will businesses adopt the “insider dialogue” (think emojis, pop culture references) increasingly used by consumers?
- Just how far will consumers want predictive analytics to go?
- How is technology reformatting society?