

Dex Torricke-Barton

Former Head of Communications at SpaceX, Executive Communications Manager at Facebook, & Executive at Google

The World In Sight: A Guide To The Key Technological Trends Of The Next 10-20 Years & What They Mean For Brands & Organizations. Dex Torricke-Barton spent a decade helping the tech industry's biggest names figure out how to talk about, brand, and share news of breakthrough products. This has given him unparalleled access to the issues keeping Silicon Valley executives up at night as well as the exciting developments ahead. During this talk, Dex evaluates the emergence of macro societal trends, including the rise of globalization and nationalism, as well as the development of specific technologies including virtual reality and live-streaming, to forecast which technologies will take hold and how they will alter life, work, and business operations permanently.

Words To Change The World: The Power Of Storytelling & How To Communicate Like A "Real Person." The 21st century has seen a major shift in terms of strategy and branding from packaged, manufactured personas and campaigns to a world dominated by authenticity and a desire for "reality." No one knows this better than Dex Torricke-Barton who, at the pinnacle of the global communications industry, sought to humanize technology through stories. Dex takes audiences through a journey of his work at the UN, Google, Facebook, and SpaceX to illustrate the role communication plays in our modern world as well as strategies for impact, meaning, and "making life awesome."

The Global Century: How Technology Is Bringing The World Together & Transforming Our Lives. Having worked for several companies at the forefront of the movement to bring connectivity to human beings globally, Dex Torricke-Barton understands the challenges and opportunities presented by rapidly-advancing technology. With this talk, he reviews the trends he is seeing now in technology and culture, and looks at connectivity as a powerful universal force paving the way for a "global generation." Drawing on both data and anecdotes, Dex touches on things like crowd-sourcing and the mobile revolution to paint a picture of a truly global world using technology to lift societies at scale.