

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. For example, a talk with an insurance company looked at the past effects of online reviews on client relations and then mapped out the associated risks and rewards of the likely roll-out of autonomous cars into 2021.

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?