Christina von Messling

Futurist; Foresight Advisory Partner, Foresight Factory

AI, XR, Synthetic Biology, and the Other Emerging Trends Impacting Your Industry In this keynote, Christina von Messling draws upon her qualitative and quantitative research into geopolitics, economics, demographics, regional cultural particularities, and emerging technologies to help the audience decipher and adapt to the dynamic forces that are reshaping their organizations and industries. As von Messling explores the possibilities that artificial intelligence, extended reality, synthetic biology, and other emerging trends and technologies present to businesses and society, audiences will gain a more profound understanding of which new technologies to integrate in support of their business goals. Emphasizing the transformative power of intentional foresight and why it's a necessary practice for every organization, von Messling offers a uniquely creative perspective into how leaders and their teams can identify that opportunities that will enable them to create new and profitable avenues for their businesses.

Synthetic Biology: The Next Frontier of Industry Evolution Alongside AI, synthetic biology is among the most important emerging technologies that organizations need to be aware of as they plan their path toward continued growth. As a sought-out advisor on synthetic biology for businesses across an exhaustive range of industries, Christina von Messling offers groups a clear and comprehensible introduction to synthetic biology and why its impact will be at least as far-reaching as that of AI. While von Messling is considered among the leading experts on the ways in which synthetic biology is revolutionizing healthcare, agriculture, and energy, she also possesses deep expertise and customized insights into its potential to transform other industries of interest to the audience. As she shares, every organization and industry that is working with or producing materials will see groundbreaking shifts because of the advances in synthetic biology.

Unlocking the Innovation Advantage in Your Organization As a seasoned foresight practitioner and creative director, Foresight Factory's Christina von Messling helps groups across industries unlock the secrets of innovation to drive their organizations forward. Identifying the strategies and mindset needed to drive transformative change in today's rapidly evolving landscape and pointing to real-world examples, she inspires audiences to think boldly and embrace experimentation as they work to cultivate cultures of innovation and foster collaboration, agility, and adaptability within their organization. The tools, resources, and strategies she provides are designed to help groups tap into the art and science of innovation within their own teams, and identify the white spaces where they are positioned to disrupt.

Renewable Realities: Why a Sustainable Business Is a Successful Business As sustainability futurist Christina von Messling examines the ramifications of climate and energy innovation across all sectors, she shares compelling examples and forward-thinking insights that demonstrate how

advancements in renewable energy and sustainability practices are reshaping industries worldwide. Von Messling tailors this talk to demonstrate to audiences the pivotal role these innovations play in driving economic growth within and beyond their own industries, as well as in fostering resilience and enabling organization to adapt their strategies in support of growth and mitigating environmental risks. Von Messling shows that it’s possible for businesses to continue thriving in this rapidly changing world while embracing sustainable practices.