

Greg Williams

Deputy Global Editor, *Wired*; Emerging Trends Analyst

When organisations and individuals want to better their understanding of the latest technology trends and their impact on business and society, Greg Williams is among the first names they seek out for thought leadership. As the deputy global editor for *WIRED* magazine and a widely respected strategic forecaster, Williams has exclusive lines of communication to the innovators, thinkers, scientists, entrepreneurs, and creatives who are changing the world and draws upon his conversations with them to publish insightful and influential pieces on innovation, technology, and the ideas that are reshaping our world in real time.

Williams is a gifted storyteller who deftly weaves his narratives with the most in-depth knowledge of how every sector of business stands to be impacted by emerging technologies — from artificial intelligence to the blockchain, sustainability to fintech, cybersecurity to personalised healthcare, automation and robotics to the space industry — as well as the future of work and the next wave of disruptive forces impacting every organisation. He transforms complex information into entertaining and accessible insights that introduce audience members to the opportunities technology offers for innovation and growth, as well as the challenges and ethical considerations they present. Having delivered incisive, actionable insights to many of the world's best-known companies, Williams' dynamic presentations have received praise from clients in multiple areas of industry, including finance, retail, travel, healthcare, apparel, software, manufacturing, mobility, security, energy, and consulting.

Williams is also a seasoned conference facilitator and moderator, having interviewed world leaders and CEOs and executives from FTSE 100 and Fortune 500 companies at high-level summits, including the World Economic Forum in Davos. The Honourable Tony Blair, former Prime Minister Theresa May, Microsoft CEO Satya Nadella, and former LinkedIn CEO Jeff Weiner are among the dignitaries he has had the opportunity to interview.

In addition to covering the most important, interesting, and inspiring news and features for *WIRED* and supporting all commercial aspects of the business, Williams leads the production of *WIRED World*, the publication's annual trends report that brings senior leaders up to speed on the forces that are influencing the shifts in their industries. Also, his essay on neuroeconomics was featured alongside essays by Bill Gates and Joseph Stiglitz in the book *Connecting Minds, Creating the Future*. Williams' success as a long-form storyteller in novels — he has had six published — and journalism means that he has a particular interest and expertise in the power and role of content as traditional media channels transform and new ones proliferate. He is currently at work on a book on the nature of influence and how to nurture and grow it both professionally and personally.

Williams enjoys an international career — he has lived in both London and New York — and travels regularly in search of the people and ideas that are transforming our world. He was recognised as the British Society of Magazine Editor of the Year, Technology in 2017, 2018, 2020.