

## Melanie Subin

Futurist; Trends, Scenarios, & Strategic Foresight Leader; Managing Director, Future Today Institute

A forward-thinking expert on the digital future and the possibilities new technology presents to reshape society and the ways businesses operate, Melanie Subin is a leading futurist who provides strategic foresight, insights development, corporate innovation and transformation strategies, and strategic management and design processes that help to position organizations in every industry for sustainable success. Subin currently serves as the managing director for the Future Today Institute, a foresight and strategy firm founded by world-renowned futurist Amy Webb that leverages research, signals, and trends to help businesses reduce uncertainty and prepare for plausible futures. Throughout her career, she has assessed the impact of major external forces, such as climate change, increased technological sophistication, changing consumer and business preferences, and rising connectivity on the risks and opportunities facing small, medium, and large businesses across the globe.

Exclusively represented by [Leading Authorities speakers bureau](#), Subin is passionate about utilizing applied research and data to tackle the weirdest, hardest, most-complex problems facing our world. She fascinates audiences with her intriguing analysis of the tech and trends that will disrupt business, government, and society, while providing proven tools and frameworks for helping organizations understand today's problems, navigate future risk, and home in on opportunities to be the authors of their preferred futures.

Spearheading the Future Today Institute's strategic foresight and future studies consulting to executive leadership teams worldwide, Subin draws on more than 15 years of operational marketing, research, and foresight experience at leading Fortune 1000 financial services companies to lead research on logistics, computing, cybersecurity, fintech, insurtech, and the metaverse. She also co-teaches strategic foresight courses through New York University's Stern School of Business MBA program. Subin's experience and expertise spans across a breadth of industries, including insurance, retail banking, and marketing. Previously, she was the senior director of emerging insights at Fortune 500 financial services company Travelers. Before that, she held various roles at what is now known as People's United Bank (previously Rockville Bank), where she implemented the organization's first social media practice.

A widely respected voice on where the world is headed and how technology will get us there, Subin frequently shares her insights in some of the world's top publications — including the *New York Post*, *Fox Business News*, and *Axios* — and is a sought-after guest on prominent tech and business podcasts. She holds a Bachelor of Science in Finance from Central Connecticut University and a FinTech Certification from Massachusetts Institute of Technology.