

## Mark Bryan

Senior Foresight Manager, Future Today Institute

What makes Mark Bryan one of the world's leading futurists is his proven mastery advising organizations on the trends and tech that will disrupt their industries, and his inventive approaches for adapting to an ever-evolving business environment. He is the senior foresight manager at the Future Today Institute, a leading foresight and strategy firm founded by world renowned futurist Amy Webb. In his role, he supports leaders and their organizations in developing and implementing customized, forward-looking strategies that position them years ahead of their competitors and expedite their journeys to their desired futures. Bryan's expertise spans across industries — having worked alongside national retail brands, higher education institutions, nonprofits, multi-family developers, and large corporate clients to evolve them from market leaders to market innovators.

Exclusively represented by [Leading Authorities speakers bureau](#), Bryan leads a mind-bending conversation focusing on the principles of psychology, culture, and human behavior that are shaping the future of business. With a dynamic speaking style and an uncanny ability to explain and apply complex concepts in a way that resonates clearly with groups, Bryan explores the trends in tech, workplace design, consumer and employees behavior, sustainability, and society as he paints a compelling picture of what's ahead in this rapidly changing world while demonstrating the ways in which leaders and their teams can think like futurists to identify the forces that will influence the future of their organizations, and industries. With insights gathered from explorations into the convergence of innovation, science, and culture, he spurs audiences to begin thinking about how they can apply future-focused strategies to keep their businesses at the leading edge and position themselves for sustained success.

At the Future Today Institute, Bryan leads the firm's Built Environment, Hospitality, Retail, Restaurants, & CPG Practice. In his daily work, he helps organizations navigate the opportunities and challenges related to topics such as workplace strategy and culture; retail experiences; regenerative practices; supply chain and logistics; and diversity, equity, and inclusion. Previously, he worked as a workplace strategist, designer and design researcher, and futurist for clients across the country, most recently as the director of innovation & research and senior interior designer at MA Design.

Bryan's thought leadership on the future of business, work, and everyday life is regarded as highly authoritative by the business world's most respected leaders, influencers, and publications. He has authored several articles on wide-ranging "future of" topics and his insights have been published in *Fast Company* and more of the top business media outlets. The recipient of two 2022 "40 Under 40" awards, Bryan is a founding member of the International Interior Design Association Equity Council and a National Council for Interior Design Qualification certified senior interior designer. He is certified by the University of California, Berkeley in using resiliency to combat stress at work and has used those learnings to help develop research on spaces that combat workplace burnout.