Lior Zoref

Researcher, Advisor, TED Speaker, & Best-Selling Author

WE are smarter than ME From the perspective of a leading intelligence researcher and former vice president of marketing at Microsoft, this talk inspires a new look at the future of intelligence, the ways we make difficult decisions in the era of collective and artificial intelligence. Motivating organizations to set big goals, think even bigger, and make their wildest dreams and most ambitious goals come true, Zoref's inspirational talk outlines the ways individuals and global corporations can use new forms of intelligence to get ahead. If the old saying is true that two brains are better than one, mindsharing—and this talk from Dr. Zoref—show how to benefit from the power of fifty, five hundred, or even five thousand human and artificial brains.