Mark Bryan

Futurist; Chief Research and Strategy Officer at the International Interior Design Association

The Trends That Are Reshaping Business, and the World With an eye toward the future, while continuing to manage the challenges and opportunities of today, leading futurist Mark Bryan takes audiences on a journey into the coming years as he introduces them to the emerging trends and tech that will completely revolutionize the ways we live, work, and do business. As Bryan walks through the interconnectedness of the latest and forthcoming breakthroughs in tech, science, workplace culture, consumer and employee behavior, and society, he outlines his tried-and-true framework for how leaders and their teams can pinpoint the trends and tech that will kickstart a culture of innovation within their organizations, while providing a starting point for developing disruptive strategies that align with their objectives and values. Bryan gets organizations thinking about their businesses in new and unique ways and embracing the possibilities for creating their desired futures.

Your Industry in 5, 10, and 20 Years As the senior foresight manager at the Future Today Strategy Group, Mark Bryan advises companies of all sizes and across various industries on the direction in which their marketplace is headed — today, tomorrow, and in the years ahead. From Web3 to AI and everything in between, Bryan delves into the emerging trends and disruptive technologies that are making waves in business and society, zeroes in on their potential impact on your group's specific industry, and explores how these advancements will revolutionize business models, customer experiences, and workforce dynamics. In his daily work, Bryan guides national retail brands, higher education institutions, nonprofits, multi-family developers, and large corporate clients on strategies that will keep them ahead of the curve and their competition and shares valuable insights for how groups can do the same within their own organizations. Bryan's industry foresight expertise includes, but is not limited to: Retail Supply Chain & Logistics Manufacturing Hospitality Design Higher Education Communities & Cities Bryan takes the conversation into the future and offers audiences data-driven foresight and strategic guidance that will enable them to innovate, pivot with purpose, and maintain stability, sustainability, and a competitive advantage in their industries.

Strategies for Building Future-Ready Workplaces In addition to introducing organizations to what the future of their industries will look like, Mark Bryan also opens their eyes to what the future will look like within their own walls. As a leading workplace strategist, Bryan is among the first to identify the factors that are changing the workplace as we know it, and is sought after by top organizations for insights into what it all means for their people, teams, and operations. From remote and hybrid work becoming the norm to the rise of new technologies and changing attitudes toward the traditional workplace experience, Bryan tackles the tough questions on how current and emerging trends will redefine the workplace experience and the nature of work itself. Pairing his observations of where the workplace is headed with actionable steps for adapting to the changes before they take place, Bryan

equips leaders with practical tactics for integrating technology to support their people and business, as well as recruiting, retaining, and meeting the needs of the individuals who will continue to power their organization in the new era of work.

Building Future-Ready Supply Chains and Logistics In an era of constant disruption, supply chain and logistics strategies must evolve to meet the demands of a changing world. Mark Bryan explores how businesses can future-proof their operations by integrating technologies such as IoT sensors, AI-powered forecasting, and digital twins. With insights drawn from his extensive research and work with global organizations, Bryan highlights how supply chains can adapt to shifting consumer behaviors, localized manufacturing trends, and the increasing demand for transparency and sustainability. Bryan provides a roadmap for businesses to create agile and resilient supply chains that not only meet today's needs but also anticipate future demands. He uncovers how companies can align their operations with emerging product and service trends, such as personalized goods, faster delivery models, and regenerative practices, ensuring their ability to remain competitive while meeting customer expectations.

Understanding Future Consumers: Products and Services for the Next Generation Anticipating and meeting the needs of future consumers requires a deep understanding of emerging behaviors, preferences, and values. Mark Bryan brings his expertise to bear on helping organizations uncover what products and services their future customers will demand — and how they can deliver. Through cutting-edge research into trends like hyper-personalization, immersive communication experiences, and demand for regenerative products, Bryan illuminates the forces shaping tomorrow's consumer landscape. He provides actionable strategies for businesses to rethink product development cycles, adapt services to meet diverse generational needs and innovate for a rapidly evolving marketplace. Bryan's insights help companies bridge the gap between today's operations and tomorrow's opportunities, ensuring they are prepared to serve future consumers while maintaining relevance and achieving long-term growth.