



Farnaz Wallace is a thought leader, author, speaker, and strategic consultant focused on helping leaders and companies capitalize on cultural macro trends and define their brand's winning Value Propositions and sustainable revenue models in today's fast-changing marketplace. As the Founder of Farnaz Global, LLC, she is the go-to-expert for growth opportunities on the horizon and a sought after speaker and consultant for many organizations around the world.

Farnaz coined the phrase "The New World Marketplace" to help decision-makers in businesses, community leaders and the media embrace how women, youth and multiculturalism are shaping our future. For better or worse, the world of Mad Men is dead. In its place lives an economic world pulsing with a culturally diverse makeup of social models, relationships, businesses, leaders and customers -most of whom aren't being spoken to by your strategic planning and branding messages.

Farnaz helps companies connect the critical demographics and cultural shifts into profit potential and provides a clear roadmap for growth and profitability over the next 3-5 years. She is a provocative thinker and an insightful strategist who is an evangelist for three major cultural macro trends impacting your bottom line and and profitable growth success:

1. The Shifting roles of women at home and at work
2. The new values and ideological power of youth culture
3. The growth and influence of multicultural consumers and societies

Farnaz is the published author of "*The New World Marketplace*," released May 22, 2012. In her book, you will see the societal transformations clearly, and gain the tools to address them, both professionally and personally. Your eyes will b...

Farnaz Wallace

Speech Topics

- Women in Business
- Management
- Diversity
- Change
- Business Trends

