



Greg Verdino is a highly regarded authority on “the digital now.” He is known for his uncanny ability to forecast trends, spot the difference between fads and the future, and empower organizations to thrive in the face of exponential change. Greg’s perspectives on business trends and exponential technology have been shaped by 30 years spent working at the forefront of change, during which time he has advised hundreds of organizations including more than 50 of the Fortune 500; has served in senior leadership positions at a half-dozen technology start-ups; and has launched innovative products, lines of business, and divisions from within traditional companies.

Greg is the founder and CEO of CognitivePath, an AI business consultancy that helps organizations harness the transformative power of generative AI to enhance productivity, unleash creativity, improve performance, and create strategic advantage.

His career spans more than 30 years in marketing, business, and technology innovation. Among his key roles, he’s been vice president of emerging technologies at Digitas, chief strategy officer at social media consultancy crayon, CMO at an early venture-backed online video network, and CEO of his own B2B content agency.

Greg is the author of *Never Normal: Uncommon Ideas for Leaders Who Won't Settle for the Status Quo* (2020) and *microMARKETING: Get Big Results by Thinking and Acting Small*. He is also the co-host of *No Brainer: An AI Podcast for Marketers* to help leaders at big brands see through the AI hype, understand why artificial intelligence matters for media and marketing, and make informed decisions about the strategic role of AI for their organizations. When he’s not making media, Greg is making news. Over the course of his career, he...

Testimonials

“Greg’s presentation was great. Greg built an engaging talk that really meshed with the content we discussed earlier in the morning. Thank you so much for helping us book him on such short notice.”

- STATS Town Hall.

“There are lots of people who can talk about what’s ‘cool’ and what’s ‘new,’ but Greg goes beyond the hype and gives you the nitty-gritty on what it means to you and your business. He’s smart, funny (and fun), easy to work with, and (most importantly for those of us who plan events) he delivers on his promise.”

- MarketingProfs.

Greg Verdino

Speech Topics

- Virtual Keynotes
- Technology
- Marketing
- Internet of Things (IoT)
- Futurist
- Future of Work

