



Remember the first time you heard about apps? We bet it was Chunka Mui's book, *Unleashing the Killer App: Digital Strategies for Market Dominance*, published in 1998. He successfully tipped us off that the Internet, an emerging major shift that we now take for granted, would change the way we live, work and play. The *Wall Street Journal* called that book one of the five best books on business and the Internet.

Chunka continues to be a leading authority on how emerging technologies will reshape the future. Rapidly maturing technologies like autonomous vehicles, mobile devices, social media, the Internet of Things, cloud computing and artificial intelligence are again transforming how we live, work and play. Forward-thinking individuals, organizations and societies have the opportunity to get a jump on preparing for the major shifts ahead.

Drawing upon *Killer App* and his subsequent books, *Billion Dollar Lessons: What You Can Learn From the Most Inexcusable Business Failures of the Last 25 Years*, *Driverless Cars: Trillions Are Up For Grabs*, and *The New Killer Apps: How Large Companies Can Out-Innovate Start-Ups*, Chunka will help you see emerging trends. He will also give you a roadmap on how to capitalize on them. You will get the insight to be ahead of the curve and the essential tools to proactively embrace the future.

In addition to being a best-selling author, Chunka has advised leading public and private sector organizations in numerous sectors on navigating the digital future. He is managing director of Devil's Advocate Group, a consulting group that helps organizations design and stress test their innovation strategies. He was previously cofounder and director of Vanguard, an emer...

Chunka Mui

Speech Topics

- Technology
- Social Media
- Marketing
- Futurist
- Big Data



Testimonials

“Chunka did a great job both with his personal remarks and guiding the opening session content.”

- American Trucking Association.