**ABOUT ROHIT (UNDER 200 WORD BIO)**

Rohit Bhargava is on a mission to inspire more non-obvious thinking in the world. He is the 3-time Wall Street Journal and USA Today bestselling author of eight books and is widely considered one of the most entertaining and original speakers on trends, innovation and marketing in the world. Rohit has been invited to deliver sold-out keynotes and workshops in 32 countries around the world to change the way teams and leaders think at the World Bank, NASA, Intel, LinkedIn, MetLife, Under Armour, Univision, Disney and hundreds of other well-known organizations. Prior to becoming an entrepreneur and founding two companies, he previously spent 15 years as a marketing strategist at Ogilvy and Leo Burnett where he advised global brands on marketing and storytelling strategy. Outside his speaking and consulting, Rohit has taught persuasive speaking and global marketing as an adjunct professor at Georgetown University, is frequently quoted in the global media and writes a monthly column on trends for GQ magazine in Brazil. Rohit lives in the Washington DC area with his wife and is a proud dad of two boys. He loves the Olympics (he’s been to five!) and actively hates cauliflower.

**ABOUT ROHIT – THE SUPER SHORT BIO (37 WORDS/211 CHARACTERS)**

Rohit Bhargava is on a mission to inspire more non-obvious thinking in the world. He is the 3-time WSJ bestselling author of eight books on marketing, trends and how to create a more diverse and inclusive world.

**ABOUT ROHIT – THE “TIGHT ON SPACE” BIO (68 WORDS/400 CHARACTERS)**

Rohit Bhargava is on a mission to inspire more non-obvious thinking in the world. He is the 3 time WSJ bestselling author of 8 books on marketing, trends and how to create a more inclusive world including Non-Obvious Megatrends & Beyond Diversity. Rohit has been invited to keynote events in 32 countries around the world. He loves the Olympics, actively hates cauliflower and is a proud dad of boys.

**ABOUT ROHIT’S BOOKS**

**Beyond Diversity (2021 Wall Street Journal Bestseller!)**

*Inspired by the world’s most ambitious conversation about diversity, this co-authored book takes a unique look at the challenge of embracing diversity through the lens of twelve key themes and offers an actionable guide for truly building a more inclusive world.*

**Non-Obvious Megatrends (10th Annual Book in the Non-Obvious Series)**

*Based on the insights from ten years of research this #1 Wall Street Journal bestselling book reveals the ten megatrends shaping our society and is the final edition of a decade-long series of annual books and trend insights read by over 1 million people worldwide.*

**The Non-Obvious Guide To Working Remotely**

*A deeply useful playbook on how to be more productive while working remotely, engage with colleagues in virtual meetings and lead a team when people are distributed in multiple locations.*

**The Non-Obvious Guide To Marketing & Branding**

*A comprehensive guide to everything you ever wanted to know about marketing, from building a brand to standing out in search engines, this book from award-winning marketer Rohit Bhargava is filled with practical lessons, downloadable templates and down to earth advice you can really use.*

**Always Eat Left Handed**

*An entertainingly irreverent career advice book from Wall Street Journal bestselling author and occasional Georgetown University professor Rohit Bhargava filled with brutally honest secrets of success no one has ever dared to tell you.*

**Likeonomics**

*Why do we choose to do business and trust people that we like? This eye-opening book explores how trust is built and the central role that likeability often plays in why we believe some leaders and remain loyal to some organizations, while others lose our trust.*

**ePatient 2015**

*This co-authored and research-based book offered an inside look at some of the biggest trends shaping the world of healthcare and how patient empowerment was (and continues to) drive a major shift in how healthcare is delivered.*

**Personality Not Included**

*An award winning book that reveals why personality matters for brands and marketing. Filled with unique stories, a groundbreaking new storytelling model and more than a hundred real life examples, this book continues to be used by brand marketers more than a decade after it was first published.*

**ABOUT ROHIT – “BULLET POINT LOVER” QUICK FACTS BIO**

* **Trusted By Leading Brands.** Award winning keynote speaker with recent invitations to speak at the Consumer Electronics Show (CES), Global Communications Forum in Davos, multiple TEDx events, SXSW and at private executive and team events for large brands around the world including Coca-Cola, Univision, KFC, Disney, American Express, Prudential, SABMiller, Marriott and dozens of others.
* **Award Winning Author.** Wall Street Journal bestselling author of eight books that have collectively been read or shared more than a million times and won numerous awards, including the Gold Atticus award, the Axiom Business Book Award, and the Leonard L. Berry Book Prize from the American Marketing Association.
* **Early Digital Pioneer.** Digital transformation and marketing expert who was the former co-founder of the world’s largest team of social media strategists at Ogilvy and founding member of iLeo (Leo Burnett’s first digital agency) – including early digital strategy work for brands like Intel, Ford, IBM, Pfizer and many others across his 15 year agency career.
* **Non-Obvious Trend Curator.** Every December Rohit releases his eagerly awaited predictions for 15 “non-obvious” trends that will change business in the coming year. Since 2011 this report has been shared by more than 1 million readers. Unlike most “futurists,” Rohit’s specialty goes beyond trend predictions to his unique approach to also teaching organizations how to predict the future themselves.
* **Versatile Friendly Speaker + Nice Guy.** Rohit works hard to live up to his reputation as a nice guy – including being easy to work with, helping with the intangibles of events (like securing sponsors or helping promote) and generally being a positive and optimistic force.
* **Frequently Interviewed By Global Media.** Rohit has been interviewed or featured as a business expert by Fast Company, Wall Street Journal, The Guardian, NPR, MarketingChina, BBC, Globe and Mail, Harvard Business Review, CBS, and many other networks and publications.
* **Popular Occasional Professor.** One of the most highly rated Adjunct Professors in the Masters of Communications Program at Georgetown University in Washington DC teaching marketing, storytelling, pitching and public speaking.
* **Global Mindset.** Born in India and having lived in the Philippines and Australia before settling back in the US (where he grew up), Rohit routinely uses relevant examples in his talks from across the world and is skilled at using globally relevant language, delivery and stories for every talk.
* **Industry Customization Without Bias.** As a consultant, Rohit has experience in dozens of industries. He brings this diverse interconnected expertise to every event, making sure that he combines relevant industry knowledge + insight with a refreshing and unbiased outsider’s perspective to customize his talk.

**ABOUT ROHIT – THE “GIVE ME THE WHOLE STORY” FULL BIO**

Rohit Bhargava is an innovation and marketing expert, skilled facilitator, and keynote speaker. After a successful 15 year career as a brand and marketing strategist at two of the largest agencies in the world (Ogilvy and Leo Burnett), Rohit became an entrepreneur and has since started three companies. He is the 3-time Wall Street Journal best selling author of eight books on topics as wide ranging as the future of business, building a brand with personality and how to create a more diverse and inclusive world and has delivered sold out keynote presentations and workshops to business leaders in 32 countries. His signature book Non-Obvious  is updated annually with 15 new trend predictions, has been read and shared by more than 1 million readers and is translated in twelve languages. Rohit has been invited to share his insights at some of the most forward-looking organizations in the world including Intel, NASA, Disney, JP Morgan Chase, LinkedIn, Microsoft, American Express, BP, the World Bank, Coca-Cola and hundreds of others.

Outside of his consulting work, Rohit also teaches his popular signature course on storytelling and marketing at Georgetown University in Washington DC and has been invited to deliver guest lectures at many other prestigious schools including Stanford and Wharton. For the past 17 years Rohit has also been writing his personal “Influential Marketing Blog” which has been featured in global media and named one of the top 25 marketing blogs in the world by AdAge magazine. He is regularly interviewed and featured as an expert commentator in global media including Harvard Business Review, The Guardian, and NPR. Rohit also writes a monthly column for GQ magazine in Brazil on technology and trends.

Thanks to his many years of sharing insights, Rohit has been recognized alongside visionary business leaders like Sir Richard Branson and Tom Peters as a “Top 100 Thought Leader In Trustworthy Business Behavior” and was named by global recruiting firm Korn Ferry as one of the “Most Influential South Asians In Media and Entertainment.”

On a personal level, Rohit is married and lives with his wife and two boys in the Washington DC area. He is a lifelong fan of anything having to do with the Olympics (he’s been to five so far and is really looking forward to Paris 2024!) and actively avoids anything having to do with cauliflower (yuck!). Outside of work, Rohit believes that the most entertaining and impactful job he will ever have is being a great dad and teaching his sons to be kind when no one expects it, curious about the things others take for granted, and confident enough to change the world.