

Nancy Giordano



As CEO/Founder of PLAY BIG Inc, Nancy is an exponential strategist, business futurist and bestselling author with a drive to help enterprise organizations and visionary leaders transform to meet the escalating expectations ahead. Described as endlessly optimistic, she is recognized as one of the world's top female futurists and has spent her career building, shaping, and evolving a portfolio of \$60+ billion worth of major global brands. Invited to give over 170+ global keynote talks, and with growing conviction of what will (and needs to) shift, executives value her unique abilities to sense and synthesize the terrain ahead.

From her early career at three of the top global advertising agencies and as a 15-year founder of her own strategic inspiration company, Play Big Inc, Nancy has a rich history of advising and learning with iconic companies such as Nestle, Coca Cola, Google, Samsung, and many more - and horizon-technology start-ups like Holochain - helping each one transition to a new economy of collaboration, contribution and trust.

In 2015 she took a leap to help shape a company of the future: artificial intelligence start-up, Lucid, and later went on to build a leadership summit designed to encourage c-suite executives to explore seven of the most disruptive emergent technologies for business. Two years ago, Nancy joined Austin-based artificial intelligence services company, Kungfu.AI, to help visionary enterprise leaders better understand and harness the transformative effects of AI applications. She is also championing the work of Riane Eisler to create a movement around Partnerism, a socio-economic system that is built on partnership versus the domination models of Capitalism and Socialism.

A 10-year TEDx curator (and world's first licensee), Nancy is a Singularity University guest lecturer, frequent panelist at South by Southwest (SXSW), creator of the first Career Fair For the Future event for college + high school students, co-founder of the Femme Futurists Society (a growing collection of interviews with leading futurists around the world) and she remains an active strategist.

She has served on the board of retail trade association GMDC, on the advisory council for Future Frontiers, co-designed + produced a fintech conference to strengthen

community banking and is helping move forward two brands poised to weave a more human, distributed internet: Holochain + Holo hosting.

Ranked #1 on Amazon for both Business Ethics and Organization Strategy, her first book, titled *Leading: The Ways Visionary Leaders Play Bigger*, defines and makes visible the dynamic, inclusive and audacious mindset leaders must cultivate in order to stay relevant and help build a better next. A techno-optimist, Nancy is committed to advancing societal structures and the new mindsets necessary to effectively harness the significant technology innovations heading our way and ensure a safe and thriving future for us all.