[Navigation bars – some icons aren’t relevant, eg Talks, Book icons don’t make sense]

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[photo: DR1]

**DAVID ROWAN**

**The leading authority on technology’s impact on business**

• Founding UK editor-in-chief, WIRED

• 600+ keynotes around the world

• Technology columnist: *The Times, GQ, Condé Nast Traveller*

• Author, “Non-Bullshit Innovation: Radical Ideas from the World’s Smartest Minds” (Penguin)

• Event moderator for governments, WIRED, TED, World Economic Forum

• Adviser to & investor in 60+ tech startups

Book David for your event 🡪 [link to contact page]

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**KEYNOTE TALKS & EVENT MODERATION**

David Rowan is in international demand as a keynote speaker, event host and moderator, after-dinner speaker and webinar presenter. He travels frequently, and has a home studio at his London base for online presentations and moderating. His current keynote topics include:

**• FINDING OPPORTUNITY AMID THE CRISIS: Technology offers hope for optimism as we emerge from this crisis.** Here are the growth opportunities — from re-inventing supply chains to rethinking education to building new brand heroes.

**• BUSINESS INNOVATION HAS NEVER MATTERED MORE:** COVID-19 has forced business leaders to move insanely fast to adapt. But how do you build a culture of effective innovation? Here are the lessons from David’s 20-nation quest for non-bullshit innovation.

**• TEN LESSONS FROM THE NON-BULLSHIT INNOVATORS:** David Rowan travelled across the world to understand what it takes for businesses and governments to leverage digital transformation in exciting ways. He shares ten lessons from his new book Non-Bullshit Innovation that can be applied to all sorts of organisations.

**• WHAT TECHNOLOGY MEANS FOR THE FUTURE OF YOUR INDUSTRY:** David researches and prepares bespoke presentations for client events. Recent subjects have included the future of food and drink (clients including Unilever, Coca-Cola, Barilla); the future of aviation (IATA); the future of real estate (CBRE, Leading Real Estate, Cushman & Wakefield); the future of media (Sky, Schibsted, BBC); the future of healthcare (BUPA, Vitality, Kaiser Permanente); the future of financial services (Goldman Sachs, JP Morgan).

**• THE FUTURE OF THE WORKPLACE:** How to attract talent, and motivate your team to perform its best work, in a fast-changing world when the “workplace” is more fluid than ever before.

**• WHY IT’S TIME TO CHALLENGE THE TECH MONOPOLIES**

**• THE TEN NEW RULES OF BUSINESS**

**• HOW TO OPTIMISE CUSTOMER ENGAGEMENT**

**• WHY PURPOSE PLUS PROFIT IS THE NEW BUSINESS MANTRA**

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**• EVENT MODERATING:** David has moderated events for the UK and French governments; World Economic Forum; Royal Academy of Engineering; Pictet.

Book David for your event 🡪 [link to contact page]

**SELECTED VIDEOS OF DAVID ROWAN’S PRESENTATIONS**

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**ABOUT DAVID ROWAN**

David Rowan explains compellingly how emerging technologies will impact business — and how leaders should prepare now. As founding Editor-in-Chief of WIRED magazine’s UK edition, David came to know the founders of WhatsApp, LinkedIn, Google, Didi, Spotify, Xiaomi, Nest, Twitter and countless other ambitious startups from Tel Aviv to Shenzhen. He has since invested in more than 60 early-stage tech companies, including two that became billion-dollar “unicorns”, and is an adviser to Lakestar, one of Europe’s largest venture-capital funds. His best-selling book “Non-Bullshit Innovation: Radical Ideas from the World’s Smartest Minds” (Penguin, 2019) has been published in Japan, Korea, Russia and beyond. The book, a 20-country quest for bold corporate innovation in the face of technology-led disruption, sets out sixteen proven strategies for future-proofing a successful business — from “Turn products into services” to “Empower your team” and “Become a platform”. David has been a technology columnist for The Times, GQ, Condé Nast Traveller and The Sunday Times, and hosts a podcast series about tech founders called Walks With Founders. He has received repeat requests to keynote for clients such as Goldman Sachs, JP Morgan, Google, KPMG, McKinsey, Chanel and Unilever, and has moderated events for the World Economic Forum and the UK and French governments. And he is still searching for the future.

David deconstructs tech trends in real time, unpacking how major innovations like artificial intelligence, quantum computing, and more, are changing businesses and consumers. He delivers fascinating and knowledgeable presentations full of insight into the future of technology together with lively examples and engaging clips which reveal that in some cases the future is already here. He’s typically asked to speak about how innovation and technology are likely to impact a particular sector (from manufacturing to motoring), and what incumbent companies can do to protect themselves. He customises every talk, and in recent months has addressed audiences in finance, fashion, utilities, television, insurance, shipping, travel, real estate and business software. He also speaks a lot about changing business models, and how companies can develop a culture of innovation.

**SELECTED JOURNALISM:**

**WIRED: How the WhatsApp founders built the ultimate startup**

[these links to be embedded in the article titles]

<https://www.wired.co.uk/article/whats-app-owner-founder-jan-koum-facebook>

**WIRED: Interview with Daniel Ek of Spotify**

<https://www.wired.co.uk/article/wired-100-daniel-ek>

**WIRED: LinkedIn founder Reid Hoffman, the network philosopher**

<https://www.wired.co.uk/article/reid-hoffman-network-philosopher>

**THE TIMES Comment Page: Beware the great tech armoury of China**

<https://www.thetimes.co.uk/article/fear-the-great-tech-armoury-ofchina-3k9dsfhtl>

**THE TIMES Saturday Essay Page: We’ll have the world at our feet if we think like true innovators**

<https://www.thetimes.co.uk/article/well-have-the-world-at-our-feet-if-we-think-like-true-innovators-6tg2mvfzh>

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**TESTIMONIALS FOR DAVID ROWAN’S TALKS**

“David was incredible and we’ve had some great feedback already from our analysts and leadership team that were there. We were engaged, inspired and enjoyed every minute of his keynote.” **– Accenture**

"David did an amazing job with his presentations and panel discussions. He was very professional, spoke/presented brilliantly and was well received by the audience. He was also punctual and easy to communicate with. Comments I have received from organizers and attendees included: • "a very well researched and fact-based presentation" • "Provided really useful information I have not heard of before" • "Perfect choice in speakers to end the two day forum: maintained everyone's attention and excitement" • "David was brilliant. What a great speaker!"" **– APEC**

"Your insights and perspective into the companies and entrepreneurs who are changing the world created a buzz around those assembled." **– Samsung**

"We had nothing but praise for his forward thinking piece, it was both informative and entertaining. I didn’t see a single attendee checking their smartphone during David’s talk, which is a testament to his skill as a speaker. I will definitely recommend him to our other offices around the world." **– Terrapinn**

"He enthralled the audience… He is great to work with, has a fantastic presentation and was an asset to the panel session. The feedback from clients and Mercer folk has been excellent." **– Mercer**

"David was very well received. His presentation aligned very well with the themes running through the conference." **– KPMG, Shanghai**

"Absolutely excellent. Excellent moderation, excellent presentation." **– Pictet**

"Very good facilitator, understood the brief, researched thoroughly and it showed." **– Lloyds of London**

"A big hit with the team, some really great feedback…content, delivery and messaging was spot on." **– Eversheds**

"You have exceeded our expectations at our event in Barcelona, and we would like to bring you back once again. I heard so many positive things about your keynote. You delivered an outstanding session." **– Accucore Group**

"David Rowan was awesome, lots of amazing feedback." **– Salesforce**

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**SOME OF THE GROUPS THAT HAVE HOSTED DAVID ROWAN:**

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**ABOUT DAVID’S BOOK**

**Non-Bullshit Innovation: Radical Ideas from the World’s Smartest Minds (Penguin, 2019)**

David Rowan, the founding editor-in-chief of WIRED UK, travels the globe in search of the most exciting and pioneering startups building the future. He’s got to know the founders of WhatsApp, LinkedIn, Google, Spotify, Xiaomi, Didi, Nest, Twitter and countless other ambitious entrepreneurs disrupting businesses in almost every sector. And yet too often the companies they’re disrupting don’t get it. They think they can innovate through jargon: with talk of change agents and co-creation gurus, ideas portals and webinars, make-a-thons and hackfests, paradigm shifts and pilgrimages to Silicon Valley. It’s mostly pointless innovation theatre ― corporate nonsense that has little to do with delivering real change. But during this quest he's also discovered some genuinely exciting and transformative approaches to innovation, often in places you might least expect.

Get ready for:  
· The airline that rewards passengers for walking their dog  
· The bank that performs surgery  
· The country that’s an app store  
And many more.

Packed full of tips for anyone looking for radical ways to adapt and thrive in the digital age, this carefully curated selection of stories — reported in person from Peru to China — will reveal ideas for creating genuine innovation from some of the world’s most inspiring leaders.

**Selected reviews**

“In this remarkable book, David Rowan has gone all around the world chronicling what is happening inside businesses as they invent the future. In each case he tells a story of transformation: how an organisation has found a new way of doing things through innovation driven by ruthless entrepreneurial imagination. What is especially useful about Rowan’s journey is that he sticks to real examples of things that are actually happening, eschewing the vague abstractions so popular with innovation gurus ― hence ‘non-bullshit’ in the title. He does not just stick with small startups, let alone dreamy ‘inventors’. He finds innovation in big companies and even within governments.” **— Matt Ridley, The Times**

“WIRED UK seems to have provided Rowan, who was its founding editor, with an enviable launch pad from which he blasts off to talk to the world’s most innovative people and companies. He does not squander the opportunity... Rowan’s quest for ‘non-bullshit strategies that can really deliver’ takes him from Tallinn to Hangzhou. It is an entertaining quest, well told, and illustrated with plenty of fresh examples from beyond the usual well-worn Silicon Valley legends.” **— Financial Times, Business Books of the Month**  
“In Non-Bullshit Innovation, Rowan combines the deeply researched narrative of a great investigative journalist with the practical punch of a top keynote speaker and delivers a book that is both a deeply engrossing read and a hugely valuable guide. No bullshit.” **— Dan Cobley, former Google UK MD**  
  
“Perfectly observed, painfully funny and brutally honest, David Rowan has written a book which goes where no one dared to go. Its wisdom will save you a decade of heartache, confusion and self deception. It is the front line in the fight back towards sanity and the Innovation conversation can never be the same again.” **— Mark Adams, Chief Innovation Officer, VICE**  
“Massively recommend David Rowan's new book 'Non-Bullshit Innovation' -— it does exactly what the title promises, showing the best examples of real business innovation, with no guff at all.” **— Rohan Silver, Co-Founder of Second Home**  
  
“In his meticulously researched and persuasive book, David Rowan makes a compelling case for what innovation really looks like. It's jam packed with tangible tips on how to create the right environment for good ideas to flourish and concrete examples of how the best in the world manage to make things that make a difference.” **-- Hannah Fry, author of Hello World: How to Be Human in the Digital Age**  
“A truly important book that all founders-CEOs should read. David Rowan’s reporting on how people and companies across the world approach building the future has been enlightening and will help me building my company going forward.” **— Kris Naudts, CEO-Founder, Culture Trip**  
“Non-Bullshit Innovation, by the guru David Rowan, [is] a must-read for anyone looking for radical ways to adapt and thrive in the digital age, with tips from some of the world’s top leaders on how to create genuine innovation and deliver real change.” **— Brent Hoberman, serial entrepreneur and founder of Made.com, Lastminute.com and Founders Forum**  
  
“Highly recommend David Rowan new book Non-Bullshit Innovation for anyone who wants to understand how the future will be made. He travelled from Peru to China to find the best stories of transformation.” **— Tommy Stadlen, founder Swing Technologies and co-author of Connect: How Companies Succeed by Engaging Radically With Society**  
  
“This witty, timely book reminds us that every industry is human-made and for all our faults -- the ability to bullshit being one of them -- we are an incredibly innovative, diverse, collaborative and sociable species, capable of amazing things when we work together. This is a reassuringly optimistic message and a counterpoint to the fear that machine intelligence will dehumanise business.” **— Grow Magazine, Facebook**

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**CONTACT DAVID ROWAN**

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