



## BIOGRAPHY

### ROHIT BHARGAVA

Rohit Bhargava is a trend curator and storyteller who has dedicated his career to helping brands and leaders be more influential and believable by embracing their humanity and personality. He is the author of five best-selling business books on wide ranging topics including business trends (Non-Obvious – Wall Street Journal bestseller) and trust and believability (Likeonomics – shortlisted for Best Sales/Marketing Book of the Year by 1800CEORead).

His first book, Personality Not Included (published by McGraw-Hill in 2008), won the prestigious Gold Atticus award and is still widely cited as a favorite of executive leaders and CEOs around the world for its groundbreaking ideas on leadership, branding and personality.

Over the past 18 years, Rohit has advised hundreds of global brands as a former executive at two highly respected marketing agencies (Ogilvy and Leo Burnett) and has lived and worked in multiple countries, including Australia and the Philippines. Since leaving the corporate world to become an entrepreneur, Rohit has founded multiple companies including the Influential Marketing Group – an independent marketing + strategy consultancy, Ideapress Publishing – an independent publisher of business books and most recently, The Non-Obvious Company – a unique network of experts dedicated to helping pioneering leaders evolve and transform their business to succeed in the future.

Due to his reputation as an entertaining, humble and non-boring keynote speaker, Rohit has been invited to headline events in 31 countries around the world where his popular talks have inspired audiences from 10 to 10,000 people. He is a two time TEDx speaker and routinely rated among the top speakers in the world on marketing, branding and actionable business trends.

Beyond his presence on stage, Rohit is a dedicated writer (and proud English major in college!) and written thinking on business trends and signature annual trend research report called the Non-Obvious Trend Report has been read and shared over a million times online. For the past 12 years he 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 also regularly interviewed and featured as an expert commentator in global media including Harvard Business Review, The Guardian, and NPR.

Rohit is a graduate of the Goizueta Business School at Emory University with concentrations in Global Marketing and English and completed a Masters Degree in English at the George Mason University. Currently, he is an Adjunct Professor of marketing and storytelling at Georgetown University in Washington DC.

On a personal level, Rohit is married and lives with his wife and two young 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!), actively avoids anything having to do with cauliflower (yuck!), and 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.