



## **BIOGRAPHY**

### **ROHIT BHARGAVA**

Rohit Bhargava helps brands and leaders win by learning to see what others miss. He is the Founder of the Non-Obvious Company and previously spent over 15 years leading digital and marketing strategy for global brands at two respected marketing agencies: Leo Burnett and Ogilvy. Rohit is widely considered one of the most entertaining and original keynote speakers on business trends and marketing in the world.

A popular and “non-boring” keynote speaker, he has been invited to share his insights at events in 32 countries around the world, including multiple TEDx appearances and headlining roles at high-profile executive gatherings from Davos, Switzerland to NASA headquarters in Houston. His popular talks have earned rave reviews and inspired audiences from 10 to 10,000 people to build a more human brand, transform their marketing strategy, and innovate to win the future.

Rohit is the bestselling author of five books on topics as wide ranging as building a human brand with personality, creating marketing that earns real trust and the surprising reason why great leaders always eat left handed. His signature book, Non-Obvious, has been a Wall Street Journal best seller, read and shared by over 1 million readers and is currently in its 8th annual edition featuring his signature method for getting leaders and teams to think different.

His insights on business strategy and disruption have changed the way teams and leaders think at the World Bank, Intel, LinkedIn, MetLife, Under Armour, Univision, Disney and hundreds more. Rohit’s original thinking has also been featured widely in the global media. He has been quoted as a marketing and business expert by the Harvard Business Review, The Guardian, and NPR. He also writes a monthly column for GQ magazine in Brazil and his personal blog has been named one of the top 25 marketing blogs in the world by AdAge magazine.

Outside of his work with companies and research, Rohit also teaches a popular course on marketing and storytelling at Georgetown University in Washington DC – where he lives with his wife and two sons. 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 has dedicated his career to helping brands and leaders win by embracing their humanity and personality, learning to see what others miss, and predict the future.