



INTRODUCTION ROHIT BHARGAVA

Rohit [Row-hit] Bhargava [Bar-ga-va] is a marketing expert dedicated to inspiring more humanity in business.

He is the best-selling author of 5 business books on topics as wide ranging as the future of business, how to build a brand with personality, and why leaders never eat cauliflower. His latest book Non-Obvious is a Wall Street Journal best seller.

Rohit is the founder and CEO of the Influential Marketing Group and a Professor of Marketing at Georgetown University.

He has spent the past 15 years advising large brands on marketing strategy through executive roles at two of the largest global marketing agencies in the world – Ogilvy and Leo Burnett.

Rohit's thinking has been featured on NPR, Fast Company, The New York Times, and the Harvard Business Review. His presentations have been viewed on Slideshare more than 1.4 million times and his personal "Influential Marketing" blog has been named one of the top 25 marketing blogs in the world by AdAge magazine.

Rohit is a two time TEDx speaker and has been invited to deliver "non-boring" keynote presentations at events in 27 countries around the world.

Today he will share [insert title of presentation here].

Please join me in welcoming Rohit Bhargava!