

GREG WILLIAMS

Editor-in-Chief of *WIRED* magazine

Greg Williams is a leading authority on technology trends and the ways they impact business and society. As editor-in-chief of *WIRED*, Greg meets the innovators, thinkers, scientists, entrepreneurs and creatives who are changing the world and writes on a variety of subjects, including innovation, technology, business, creativity and ideas. A journalist and author of five novels, Greg formerly served as the executive editor of *WIRED* for seven years before taking the publication's helm. Exclusively represented by [Leading Authorities speakers bureau](#), he possesses a unique combination of storytelling expertise and an in-depth knowledge of the future of technology and entrepreneurship. This enables him to transform complex information into entertaining and accessible insights that prepare audiences for what's coming next. Greg primarily speaks on what's new and what's next and how businesses and brands can best prepare themselves for what's coming. He also has extensive experience as a conference facilitator and moderator.

He speaks on aspects such as the Internet of Things, smart phones as a remote control for life, wearables, hardware as the new software, robotics and artificial intelligence, the power shift from top-down to distributed models, e-commerce, data and why old business models don't work. Spending his days scanning the horizon for world-changing technologies, ideas and companies, Greg is constantly on the lookout for genuinely transformative trends. His dynamic presentation style enables his audiences not only to understand these shifts, but also inspires them to implement the changes they need to make in order to move their businesses and brands forward in a fast-changing landscape.

Greg has delivered keynote speeches at technology and corporate events throughout Europe and the Americas, at educational institutions such as the Strelka Institute in Moscow, the Institute of Practitioners in Advertising in London and Oxford University, and has given future trends presentations to numerous corporate clients in the energy, banking, retail, and fashion sectors. He also consults for several advertising agencies.

He has interviewed CEO-level business-people at both private and public events and has moderated panels with executives from FTSE 100 and Fortune 500 companies at high-profile conferences and private gatherings. Greg enjoys an international career – he has lived in both London and New York – and travels regularly in search of the people and ideas that are transforming our world. This year he has delivered keynotes, moderated panels and facilitated conferences in Europe, North America, Asia and the Middle East.

His essay on neuroeconomics was recently featured in the book *Connecting Minds, Creating the Future*. Greg is also the co-founder of the digital storytelling platform MyLondonStory, which is available as an iOS app. Greg's success as a longform storyteller in novels and journalism means that he has a particular interest and expertise in the power and role of content as traditional media channels transform and new ones proliferate.

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