

## Chris Riddell

**Futurist. Optimist. Catalyst.**

Digital Strategist and Keynote Speaker

Speaker on The Future of Business: Reinvented



**Chris Riddell is in a category of his own: not your typical futurist, nor a traditional motivationalist; he combines rigour and insight with heart and energy, to provoke, inspire and surprise audiences.**

### Professional experience

- Chris is a global pattern hunter, discovering and identifying how humans are changing and adapting to high speed change, unlocking insights for businesses and leaders in today's highly disrupted digital world.
- With Chris's unique blend of storytelling and customised immersive video, as well as his exciting dialogue, audiences are guaranteed to walk away feeling inspired, stimulated and energised for what lies just ahead.
- He is a senior advisor to businesses across industry verticals, with consulting expertise in the technology, transportation, manufacturing, healthcare, finance and communications sectors.
- As one of the region's most in demand futurists, and voted in the top 5 most inspirational keynote speakers in 2016, Chris is a recognized trend spotter, frequent media commentator, and digital expert with unparalleled insights into emerging trends and behaviours.
- Chris is a Strategic Advisor and Partner to the Australian Federal Police, providing real-time advice and insights into emerging trends and global drivers to inform strategy and capability development.
- Chris Riddell was the first ever Chief Digital Officer (CDO) for MARS Incorporated, architecting the corporate digital strategy behind brands including Whiskas, Pedigree, Wrigley, Starburst, Masterfoods, Snickers and Maltesers.
- A global trailblazer, Chris Riddell has worked for some of the largest and most defining businesses and brands in our modern world. Having lived and worked in countries such as the UK, Saudi Arabia, Dubai, Kuwait, China, New Zealand and lately Australia.

### Sample presentation topics

- **The New Customer:** what will the customer of 2030 look like, think like, behave like? And can we predict their needs before event they know what they want?
- **Reinvented Business:** when our 'business as usual' is anything but! How can we continue to grow, thrive and innovate? What could incredible business look like amidst the incredibly unusual?
- **Resilient Leadership:** With the world at a precipice, how can business leaders reinvent themselves, and embrace real-time decision-making for the challenges ahead?
- **Future Trust:** How can we build enduring consumer trust in an age where we gain digital leverage by merely pushing the 'enter' key?
- **Radical Innovation:** In this new era of innovation, how can we identify drivers of future trends, and develop new product and service ideas to drive rapid growth and innovation?
- **Hyper Disruption:** What are the key trends that will determine a path forward amidst a chaotic and fluctuating world? And how can we embrace this volatility?

## Books, Published papers, Media

- As a recognized and trusted authority on digital, technology and emerging trends, Chris is frequently called on to provide exciting and real-time commentary in television, radio and print media channels around the region.
- He is a regular commentator on Sky News Business, The Project on Ten, Channel 7's The Morning Show, The Daily Edition prime time shows, and ABC 774 Radio.

## Chris Riddell - Personal bio-data

- Professional Keynote speaker - Futurist, Public Commentator, Digital Strategist
- Strategic Advisor and Partner to the Australian Federal Police
- Board Director - Museum of Democracy at Eureka (2014-2017)
- Head of Business Technology and then Chief Digital Officer, MARS Australia & New Zealand (2011–14)
- Senior Principle Consultant, Alcatel-Lucent Enterprise (2010–2011)
- Consultant – GTRC, Monash University (Jan 2010– Sep 2010)
- Customer Director, ME & AP - Nurizon Corporation (2006–2009)
- Customer Manager - Middle East, Sopra Steria (2005–2006)

## Client testimonials

- *"Chris Riddell is someone who engages the audience and brings clarity to the complicated."* Optus
- *"Fantastic and exactly what we needed!"* Commonwealth Bank of Australia
- *"Chris Riddell was really dynamic; everyone loved his presentation."* People's Choice Credit Union
- *"Your thought-provoking keynote delivered to our brief and did so with a lot of energy and creativity. It truly set the stage for a terrific conference."* SAS
- *"Very engaging, content relevant to our business and thought provoking."* Telstra