

## Scott Bales

### **Global Futurist, Innovator, Keynote Speaker and Facilitator**

Scott Bales understands how contemporary consumers are influenced by cultural, behavioural and technological change. A global futurist and digital strategist with over ten years' experience in innovation, his keynotes and workshops are renowned for challenging corporates to think differently and adopt transformative approaches to running their businesses and engaging with their customers.

With passion and clarity, Scott communicates unorthodox ideas. With extraordinary foresight and insight he helps turn mainstream thinking about traditional business practice into innovative digital strategies that are guaranteed to have impact.



### **More about Scott Bales:**

A technology and innovation guru, Scott Bales is a global leader in the cutting edge arena known as "The Digital Shift", encompassing innovation, culture, design, and mobility in a world gone digital.

A true change agent, he disrupted the finance industry as Chief Mobile Officer for Moven - the world's first downloadable bank. He has also created disruption as the former Vice President of Visa company Fundamo; former Head of Technology for ANZ subsidiary, WING; founding member of Next Bank; a mentor to entrepreneurs across the world and in advisory positions at FastaCash, Our Better World, The HUB Singapore and Apps 4 Good.

Based in Singapore, Scott runs successful advisory firm Innovation Labs Asia - partnering with organizations with an appetite to pivot and leading them to excel through innovation.

Scott's bestselling book *Mobile Ready: Connecting With The Untethered Consumer* was produced by Publishizer [a publishing innovator where Scott is also an advisor] and has set crowdfunding records. His exciting publication *Innovation Wars* is the essential guide for any corporate, to drive successful innovation programs with impact.

A keynote speaker at leading global events, Scott re-arms corporates with innovation strategies to

challenge the modus operandi and progress towards digital transformation.

### **Scott Bales speaks about:**

**Innovation Wars - Uncover The Competitive Innovation Edge** - Greater than 65% of corporate executives see innovation as the key to unlocking new value, new markets and harnessing the power of new technologies. But not everyone succeeds. Innovation Wars is your guide to market success in the battlefield that is corporate innovation.

**Blockchain, Big Data and Bitcoin - From Buzzwords to Boardrooms** - Scott will help your organisation to understand Blockchain, Bitcoin and Big Data and demonstrate methods for finding 'fit for purpose' approaches to these and other emerging technologies.

**Are You Ready for Issac? - The Future Consumer Is In Front Of You** - Scott exposes the cognitive zigzags of mind that lead to the formation of consumer beliefs and attachments, investigates the impacts these have on consumers services, and how institutions in the 21st century need to adapt their approach or face the same disintermediation already witnessed in other industries.

**The Future Consumer** - Scott explores what makes a digital native and reveals the actions you and your organisation can take today to engage and service this generation and measure your impact.

**The Future of Work - New technologies are evolving everyday** - IoT, cloud, artificial intelligence and blockchain, are at our fingertips ready to empower a whole new way of operating. Learn about these technologies and how they will shape your outlook on the market.

### **Workshops**

Scott's half day workshops offer an opportunity for deeper knowledge and are available on keynote topics that include:

- Building innovative culture
- Measuring innovation
- Building customer personas for product market fit
- Tackling organisation barriers to innovation
- Introduction to lean enterprise

### **Client testimonials**

“ Scott Bales was not only a very engaging and thought provoking futurologist but he, and his team, were a pleasure to work with. From the pre-event briefing calls and logistics to the on-site rehearsals and delivery, nothing was too much trouble and the result was a great event and great feedback. We would readily recommend Scott for future events.

**- Vodafone APAC NZ Gigabit Society Summit**

“ Engaging and informative, Scott’s presentation was a great way to start off our 20th edition, and many of our attendees found his session to be both thought-provoking and useful.

**- Terrapinn Pte Ltd**

“ Scott is one of the up and coming leaders in mobile financial services. He's got an abundance of broad experience in the hottest mobile markets on the planet, and gets the interaction imperative in the payments, banking and handset ecosystem.

**- The Asian Banking Summit**

“ We worked with Scott at Cognizant Community, our annual and unique customer engagement event, in both Australia and New Zealand. His presentations and knowledge displayed at various panels were highly appreciated by the audience. I would not hesitate to hire Scott again, as he clearly makes a difference.

**- Cognizant**

“ A true technology innovator and financial services guru.

**- Next Bank**

“ Scott’s content and stage presence are first class.

**- Microsoft**

“ It's tough to make talks in the Financial space exciting, and Scott delivered. I would highly recommend him for speaking engagements in the Finance/Banking industry.

**- Google**

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