

# **Frank Feather**

**CEO & Chief Futurist at Future Trends**

Toronto, ON, CA

? "FUTURE-PROOF" Business Transformation ? Future of Economy ? Futuristic Leadership ? Future of Tech ? Future of Marketing ? Future of China

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## **Biography**

? CUSTOMIZED KEYNOTES & SEMINARS: Full details ... FFeather.com ? UNMATCHED 30-Yr

FORECASTING TRACK RECORD: Uncanny ability to "see" future, what it all means.

? "UNSURPASSED by ANY PRESENTATION on the FUTURE I've ever heard." (John Cranor, CEO, KFC Intl) ? See LinkedIn Profile for Complete Bio.

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## **Availability**

Keynote, Panelist, Workshop, Author Appearance, Corporate Training

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## **Industry Expertise**

Hotels and Resorts, Social Media, Banking, Automotive, Corporate Leadership, Internet, Consumer Goods, International Affairs, Financial Services, Information Technology and Services

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## **Areas of Expertise**

Business Transformation, Future of Economy to 2030, Innovation & Change Management, Future of Marketing, Futuristic Leadership, Future of China to 2050

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## **Sample Talks**

### **FUTURE-PROOF DIGI-TANSFORM**

The digital revolution continues unabated and will be even more disruptive as old business models are not only disrupted but get reinvented or scrapped. You cannot compete by simply upgrading technology. And the CIO or CDO cannot do this alone. The entire enterprise has to be re-envisioned and re-invented if it is to survive and prosper. ? 1. Digi-Transform: Way More Than Technology ? 2.

"Webolution": Future Phases of Technology ? 3. Digi-Consumers: The Next Marketplace ? 4. Digi-

Competitors: Endless Waves of Disruption ? 5. Leading-Edge BizNets: The Re-invention of

Industries ? + Top 5 Actionable Implications for Your Organization

## **ECONOMIC "SUPER-BOOM" 2020-2030**

Frank long ago identified a repetitive 9-year economic cycle in North America. He forecast the last 3 recessions [1991-2, 2000-1, 2009-10] in his 1989 book G-Forces ... along with the next minor slow-down, which he still says will occur in 2019, followed by another boom of unprecedented proportions. ? 1. Short-Term Economic Outlook to 2020 ? 2. Next Boom Cycle to 2030: What will it be like? ? 3. Best Business Opportunities: Where will they be? ? 4. Future Growth Rates: Geographies, Industries ? 5. Risks -v- Rewards: If You Miss it, You Miss It. ? + Top 5 Actionable Implications for Your Organization

## **FUTURE of CONSUMER SERVICE SECTORS**

Every service sector is vulnerable to total digital and competitor disruption and revolution. All product and service offerings need to be transformed in their creation, marketing and delivery. Some services may be totally replaced by new concepts as the gig economy and digital partnerships emerge. ? 1. Banking & Financial Services ? 2. Retailing ? 3. Hospitality / Hotels & Travel / Tourism ? 4. Education & Healthcare ? 5. Entertainment ? + Top 5 Actionable Implications for Your Organization

## **INNOVATION LEADERSHIP and CHANGE MANAGEMENT**

Innovation and change must be constant and must relate to future market needs. The world operates in "beta" mode. Innovation and change also must be in "beta" mode, or it will not be "future-proof". Stay ahead of the curve: be your sector's innovation leader. ? 1. Future Scope: "Big picture" innovation orientation/context ? 2. Market Scope: What future customers need ? 3. Beta Mode: Constant innovation and change ? 4. Leading-Edge BizNet: How to be "digitally competitive" ? 5. "Future-proof" innovation and change ? + Top 5 Actionable Implications for Your Organization

## **FUTURE-PROOF MARKETING**

Marketing is being transformed by the digital revolution. Consumers worldwide continue to shift away from brick-n-mortar shops to online and mobile channels. They also demand a "wow" experience, forcing a total marketing re-think. The 4Ps must be revamped, as must every aspect of customer sales and satisfaction. ? 1. The New Digital Consumer: What Next? ? 2. Future Consumers: Omni Expectations. ? 3. Best Consumer Markets: Demographics and Technographics ? 4. Best Industry Prospects: Geographics & Sectors ? 5. The New Marketing Mix: Way Beyond the 4Ps ? + Top 5 Actionable Implications for Your Organization

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## **Education**

**York University, Toronto, Canada**

BA Admin (Honors) Business Administration

**York University, Toronto, Canada**

MBA (1st Year) Straight A+ Grade for all courses. Management

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## **Accomplishments**

### **Chairman & Director General, First Global Conference on the Future**

Organized and Chaired this event with 6,000 attendees from 54 countries, and 800+ speakers over 5 days, still the largest event on the future ever held. Coined the event theme of "Thinking Globally, Acting Locally"

### **Special Advisor, Economic Modernization & Reform - Government of China**

Have been special advisor to China continuously since 1984. Many strategies and ideas have been implemented as China's economic miracle has unfolded since. Am privy to China's future economic plans, and am aware of best investment opportunities there, plus its political outlook.

### **Best-Selling Author of Several Business Books**

Author of several business books, including: G-Forces: The 35 Global Forces Reinventing Our Future; Future Consumer; Future Consumer.com; Future Living: The Coming Web Lifestyle; Biznets: The Webopoly Future of Business; plus others pending.

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### **Testimonials**

#### **John Cranor**

"UNSURPASSED by ANY PRESENTATION on the FUTURE I've ever heard." (John Cranor, CEO, KFC Intl)

#### **David Wano**

"Simply Fabulous! Grand-slam! You will be back! ? David Wano, EVP, Bank Administration Institute (BAI)

#### **Lou Pritchett**

A Wake-Up Call to a Fascinating Business Future

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