

# Michael Tchong

I help you catch the next wave before it catches you



## Biography

A high-energy and passionate speaker, Michael has spoken at more than 500 global gatherings, providing audiences with remarkable insights into consumer and business lifestyles, social media, technology and digital marketing trends.

An adjunct professor of innovation at the University of San Francisco and UC Berkeley, Michael is an expert on disruptions that reinvent markets. His trademark motto is, "I help you catch the next wave before it catches you."

In his trademark roller-coaster ride through the "landscape of now," Michael reveals how massive waves he calls "ubertrends" are reshaping society.

His incisive talks showcase innovative brands, products and services that leverage ubertrends to alter the competitive landscape.

A catalyst, Michael inspires and motivates attendees by challenging their creativity and inventiveness. His informative yet entertaining style fuses the emotional and rational brain to help foster a new culture of innovation.

His ability to decode the future, lead the U.K.'s *The Daily Telegraph* to label Michael "America's most influential trendspotter." He has appeared in numerous publications and television shows, including Access Hollywood, *Ad Age*, Bloomberg TV, *BusinessWeek*, CNET, CNN, *The Independent* (U.K.), *The New York Times*, PBS, *San Francisco Chronicle*, *San Jose Mercury-News*, *USA Today*, *The Wall Street Journal* and *Wired*.

Michael studied economics at Fordham University in the Bronx. He completed his high school education at Colegio Arubano in Aruba where he graduated at the top of his class.

His career began at some of Madison Avenue's most creative ad agencies, including DDB and Chiat/Day. As founder of five start-ups, notably *MacWEEK* and *ICONOCAST*, Michael helped pioneer such sweeping shifts as desktop publishing, CRM, internet research and online marketing.

Michael is the founder of Ubercool Innovation, a consultancy and incubator that helps companies shape-shift market sectors by leveraging next-generation technologies and user experiences. He's the author of *Trendscape 2004* and *Social Engagement Marketing* and is currently writing his third book, *Ubertrends — How Trends and Innovation Are Transforming Our Future*. He blogs at [ubercool.com](http://ubercool.com).

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## About...

Businesses realize that innovation keeps them on the cutting edge of everything from technology to lifestyle to marketing to media and entertainment. Today, there are **3,990 chief innovation officers on LinkedIn, a 470% increase** since [August 2010](#), when there were just 700. And the number of members with either "innovation" or "innovator" in their title has **grown from 25,000 to 122,988** during the same period.

### Practical Innovation Leadership

Our world demands innovation but rarely delivers it, so Michael helps harness the necessary forces to ride future waves, creating a mindset that inspires thought.

Unlike other innovation speakers, Michael practices what he preaches. His fifth startup, Ubercool Innovation, is an incubator that helps companies shape-shift market sectors by leveraging next-generation technologies and user experiences. For clients who want to hit the ground running, Ubercool Innovation offers pre-packaged innovation solutions in six market sectors.

His startups exemplify the very tactics Michael encourages audiences to adopt: take an industry you know well; find a pain point, and use off-shelf tools to create breakthroughs.

### Sample Speaking Topics

- How to Leverage Trends and Innovation to **Develop a Winning Strategy**
- **Future of Technology and Innovation** and Its Impact on [Your] Industry
- **Unbox Your Thinking** to Create Innovation Breakthroughs
- A New Social Dialog — How **Social Media** Are Rewriting the **Rules of Communication**
- The Woman's Acceptance Factor — Tracking the Unstoppable **Ascent of Woman**

### Speaking Testimonials

*"Michael was entertaining and engaging and brought a lot of substance to our meeting. He truly connected and made us pause for a moment and look at things in a different light."*

**Jon Luther, Chairman & CEO Dunkin' Donuts**

*"Michael offered compelling insights into the trends of global society, challenging our thinking about how to serve tomorrow's customers. His style is entertaining and engaging."*

**Jay Witzel, President and CEO, Carlson Hotels Worldwide, Regent**

*"Spot-on, funny and occasionally irreverent, Michael Tchong was easily the highest rated speaker at our 2007 Leadership Summit."*

**Janet Branton, Senior Vice President, National Assoc. of REALTORS**

*"Michael has a way of grabbing the attention of conference participants in a way that really engages them and makes them think about the implications of the customer of the future."*

**Robert Gilbert, President & CEO, Hospitality Sales & Marketing Assoc. Int.**

*"The members really enjoyed you. You were a great speaker and showed much wisdom."*

**Howard Brodsky, CEO, Carpet One**

*"Michael, thank you for the wonderful keynote and for waking me up!"*

**Andrea Hadley, Conference Director, Internet Marketing Conference**

*"Michael helped our Planning Leadership Team see what we could not see and helped us to look into the future implications for our business."*

**Cliff Robinson, Vice President Chick-fil-A**

*"Michael Tchong definitely has his finger on the pulse of today's fast-paced digital marketplace."*

**Stephanie Pfeffer, Vice President, Luxury Portfolio Marketing**

*"Your keynote address to the hotel owners and guests of Vantage Hospitality was truly amazing and the timing couldn't have been better."*

**Roger Bloss, Founder & CEO, Vantage Hospitality Group, Inc**

*"Michael was terrific. He kept the audience laughing and in awe of the new technology he discussed. People thought he was the best presenter! They are still talking about him. He was perfect for stretching everyone's minds and giving them a glimpse of the future. He is very high energy and had great visuals!"*

**Shirley Hastings, Associate Dean, University of Tennessee**

*"Michael Tchong is a world class futurist, trendcaster and speaker. He left our audience simultaneously stunned and energized by his incredible presentation of the rapid acceleration in technology and social media."*

**Joni Doolin, CEO, People Report Best Practices Conference**