

Michael Tchong

Trends+Innovation Speaker, Adjunct Professor Univ. of San Francisco and UC Berkeley

Please contact a GDA agent for information.

Topics

- Business Growth / Strategy / Trends
- Consumer Trends
- Customer Relations
- Entrepreneur
- Innovation / Creativity
- Retail and Consumerism
- Technology / Alternate Technology
- Thought Leader

About Michael Tchong

Michael Tchong

Founder
Ubercool Innovation

Michael Tchong is a high-energy, passionate speaker who devotes himself to driving trends that reinvent markets. His trademark motto is, "I help you catch the next wave before it catches you."

An innovation catalyst, Michael motivates attendees by dissecting opportunities that exploit market shifts, in particular massive "ubertrend" waves. His talks showcase brands and individuals who are leading the charge to reinvent industry sectors by harnessing emerging societal and technology trends, with a particular emphasis on the trajectory shift innovation provides.

Michael is the founder of Ubercool Innovation -- an innovation incubator. Michael is an adjunct professor at the University of San Francisco and UC Berkeley, where he lectures on innovation. His trend and innovation analysis can be found at ubercool.com.

Select Keynotes

• Unbox Your Thinking to Create Innovation Breakthroughs

KEY TAKEAWAYS: • How trends can help you gain a competitive advantage. • How to develop the right mindset to create disruptive innovation. • How to leverage innovative digital tools to competitive benefit. In 2002, an American named Nick Woodman needed to record his Australian surfing adventure. Not able to find the right tool, he created the innovative GoPro action camera. Today, the company generates more than \$1.5 billion in annual revenues, while GoPro is the No. 1 selling digicam on Amazon.com. In this eye-opening roller coaster ride through the landscape of now, Michael shows when innovation took over the executive suite; why it has become key to corporate value; and how innovation can contribute to the bottomline. In this interactive talk, Michael, who is an adjunct professor of innovation at the University of San Francisco and UC Berkeley, will help unlock your creativity and "innovation quotient" (IQ) with off-the-shelf tools and techniques -- mandatory expertise in a world that increasingly demands breakthrough solutions.

Select Book Titles

- **2016:** Ubertrends – How Trends And Innovation Are Morphing Our Future

Select Testimonials

"Engaging, inspirational, educational, futuristic and 'crying out loud' funny are just a few things our attendees told us about Michael. He had us laughing and hanging on his every word as he gave us a glimpse into what the future could hold and the role we all will play in it. Michael connected and left you wanting more through his storytelling and sense of humor, but most importantly he left our audience informed and



inspired to engage each other and our guests in a different way. We look forward to a continued partnership with Michael and highly recommend him to anyone looking for a speaker who will connect you to the future in an entertaining manner.”

– *Dom Perry – Senior Director Ops Services, Brinker International (Chili's)*