

Linda Bernardi

Technologist, Innovation Provocateur, Digital Disruption Strategist, and Former IBM Chief Innovation Officer and Watson Co-Lead

Please contact a GDA agent for information.

Topics

- Big Data
- Business Growth / Strategy / Trends
- Disruption
- Innovation / Creativity
- IT
- Technology / Alternate Technology

About Linda Bernardi

Linda Bernardi lives and breathes technology disruption and innovation. Today, technology is evolving like never before, and Linda is involved in cutting edge technologies across all sectors, such as Finance, Retail, Healthcare, High Tech, Logistics, Automotive, Consumer Goods, and all others. Her focus is to enable all enterprises to imagine, disrupt, innovate at record pace, and make the impossible become possible. She works with startups all around the globe, as well as large companies, to enable and inspire enterprises to build a culture of mindful innovation. She loves to practice the beautiful Art of Imagination – the first step towards innovation.

Linda believes that the best ideas are the 'crazy' ideas, stemming from a keen sense of unbounded imagination, and she works to unleash people's imaginations. Over the last few years, she has focused a lot of her work around the topic of how to disrupt and innovate in today's (possibly permanent) virtual/disconnected world and the art of Leveraging the Digital Workforce to enhance innovation in companies. Unless we mindfully and creatively adopt new ways of thinking about innovation, we will not succeed in this new world. This is at the center of her 3rd book to be published in 2023.

Linda's background is equally focused on her history as a highly successful serial entrepreneur, as well as a serial high-level executive. She is a very active technology disruptor and a passionate innovator. She helps clients imagine, develop a vision, build products, reshape, and re-imagine their future. As a well-known author in technology disruption and innovation, she reaches thousands of people each year, helping re-shape companies. Today she is embarking on her most ambitious startup - connecting the world of video gaming and music, dynamically via AI and machine learning. Like many other ideas, she is told this is 'crazy' and impossible, and she welcomes the challenge!

Linda's academic and professional background is in data and AI, focused on understanding large-scale data to build the best (and always evolving) customer experiences and products. She was the founder and CEO of the very first IoT company in the world, where she helped people imagine/realize a world where everything would be connected to the internet and how this would change the world. She was told it was impossible! Her other startups have disrupted numerous areas of technology. In her role as Chief Innovation Officer at IBM, she was involved with introducing Watson to the world and enabling IBM's Fortune 100 companies to disrupt and innovate at a rapid rate. She was SVP and head of products at Element AI in Montreal, building AI products for enterprises. In her role as Head of Strategy at Consensusys, Linda was involved in blockchain and cryptocurrency (Ethereum) adoption, especially by the financial sector. She also built the largest clinical trial software product used by all pharmaceutical companies today, and large-scale satellite detection and pattern recognition systems, used by Aerospace and Defense today. Linda purposefully works across all sectors, never limiting the possibilities of disruption and innovation, and always practicing the art of imagination.

To further promote the concepts of disruption and innovation, she authored her first book, ProVoke, (2011), talking about the necessity of cultures of innovation. Her second book, The Inversion Factor (2017), received Best Business Theory Award at MIT, 2018, and high praise from the WSJ. The Inversion Factor discusses how technologies such as AI, IoT, blockchain, along with an open mindset, can allow us to build experiences, not just products. 'Customer Experience' is now at the core of all companies' innovation agendas.

Linda's graduate degree is in Applied Mathematics from UCLA. She is an avid learner, a relentless innovator, and excited to be part of your disruption and innovation journey.



Select Keynotes

- **Disrupt OR Die: Why Disruption and Innovation is a Must, Not an Option!**

Disruption is the key ingredient for innovation. Without disruption there is no innovation. Innovation is no longer an option. Across the board, all industries, are faced with immediate and meaningful innovation requirements, in order to exceed the expectations of their clients, to be ahead of competition and in order to thrive. In this keynote, Linda will explore the essential ingredients of disruption, blockers and success factors, key technologies to consider and how to meaningfully invert one's business: to build products and service not only meet client needs (across industries) but to enhance their experiences. Linda will explore what key obstacles, tactics for impactful disruption and how to lead in the INVERSION game. She will be referencing my two books, first one ProVoke (regarding Disruption) and second book The Inversion Factor (regarding Inversion) and decades of experience and current ongoing projects, directly dealing with disruption.

- **Women Tech Leaders: Speak Up and Roar!**

As the founder of several high-tech companies and an experienced senior level executive – she is the former IBM Chief Innovation Officer and Watson co-lead – Linda Bernardi empowers women to contribute their voice to conversations about business and to “speak her truth, whether or not it is convenient or popular.” On the topic of workplace equality, Linda helps organizations unlock the potential of its workforce, shift their mindset from a focus on diversity to an emphasis on inclusion, while creating an environment that welcomes the innovative thoughts of women in technology. She also explores the role of women as leaders in the new world of disruption and innovation and encourages organizations to cultivate a mindful culture of participation and inclusivity while ensuring all individuals at all levels of the organization feel that they are represented in decision-making. In doing so, organizations will be better positioned to disrupt, innovate, lead through change, and positively impact the bottom line.

- **Futureproof YOUR business: Leveraging AI, IoT, and Big Data in the Financial Sector**

- The financial industry is experiencing game-changing disruption from AI and IoT, as well as Big Data and predictive analytics. Linda Bernardi illustrates how traditional financial models are being pushed aside in today's consumer-driven “Know Me” economy by technologies like blockchain and cryptocurrency. She discusses how digital disruption is literally overhauling the mobile consumer's banking expectations. A serial high-tech entrepreneur and best-selling serial author on these topics, Linda brings financial audiences a powerful message of futureproofing that applies to financial institutions, asset management associations, reinsurance, and the mortgage industry.
- As Chief Innovation Officer at IBM and Watson Co-Lead, Linda is ideally qualified in how to leverage disruptive innovation. Her enthusiasm will inspire your audience to feel comfortable with disruption, empowering them to futureproof their business as disruptive technologies continue to shape the financial industry.

- **How Technological Disruption Will Reshape Healthcare**

- The healthcare industry is traditionally resistant to technological change and disruptions. However, AI, blockchain, and the resulting technological shifts are turning healthcare on its head. From intelligent robotics, personalized medicine, and compliance monitoring to immersion technology, predictive monitoring, and IoT-enabled services, Linda Bernardi discusses inversion technologies like blockchain and AI and their impact on traditional models of research, patient data, clinical trials, and drug approval. While hospitals aim for higher revenues, patients require more transparency. Patient portals are one response, but are portals enough? Linda says the hospital landscape of the near future must align with today's consumer-driven “Know Me” economy.
- As Chief Innovation Officer at IBM and Watson Co-Lead, Linda is ideally qualified in how to leverage disruptive innovation. Her enthusiasm will inspire your audience to feel comfortable with disruption, empowering them to futureproof their business as disruptive technologies continue to reshape the healthcare industry.

- **ProVoke: “Ecosystem of Disruption” OR Inversion in Practice: “Reinventing Your Market & Your Business”**

As the go-to disruptor for Fortune 500 enterprises, Linda Bernardi shares emerging trends in technology, disruption, and innovation that enable organizations to innovate faster and better and succeed in an inverted world of business. Along with key strategies for creating a foundation for business success in the midst of constant technological change, Linda also outlines the five stages of organizational resistance from her book, *ProVoke*, that companies typically confront in the age of AI, IoT, and Big Data. With a “disrupt or die” philosophy, Linda leads the way in helping your company navigate and overcome these resistances to change in a productive way, while creating agile, dynamic cultures of disruption, innovation, and entrepreneurial thinking.

- **IoT & Blockchain**

In this revelatory keynote from “technology provocateur” Linda Bernardi, audiences are equipped with the strategic thinking they need to leverage the Internet of Things and blockchain to innovate and grow in a highly distributed environment. To thrive in a hyper-connected world,

organizations need to develop a strategy and tools to prosper in the IoT economy, move beyond monitoring data to analyzing and understating data, and reimagine customer experiences and needs to achieve success. Drawing from her book *The Inversion Factor*, Linda shows audiences the way with insights on applying IoT, blockchain, and related technologies to connect and distribute information effectively and intelligently, and to invert, change, and improve business.

- **AI, Machine Learning & Deep Learning**

Linda Bernardi takes a deep-dive into key topics and trends in artificial intelligence and explains how AI will impact your business in the future. As co-author of *The Inversion Factor*, she also explores how to take advantage of machine learning – a subset of AI – to leverage consumer data and create more relevant products and services and increase revenue. From startups to Fortune 500s, Linda's expert insights on applying AI will help audiences evolve their business, accelerate innovation, and tap into the limitless opportunities that mindful AI strategy enables. With a passion for out-of-the-box-thinking, collaborative teamwork, and fundamentally disruptive activity, she empowers organizations to uncover innovative business solutions that enable them to thrive in a hyper-connected world and implement AI strategically for maximum success.

- **Invent Your Future: Futureproof YOUR Business by Embracing Disruptive Technologies**

- Linda Bernardi takes a deep-dive into the emergence of today's consumer-driven "Know-Me" economy and the trends surrounding Artificial Intelligence (AI), The Internet of Things (IoT), blockchain, and crypto technologies. She raises her audience's comfort level with digital disruption and sparks optimism in the idea of futureproofing your business. Her focus is to engage you in a positive way with these transformational technologies. As author of the Amazon best-seller, *The Inversion Factor: How to Thrive in the IoT Economy*, Linda shares with audiences how to abandon the 'product-first' model and capitalize on a 'customer-need' model, as Netflix and many others have done.
- Linda's talks are a tour de force for audiences ranging from healthcare, retail, and insurance to financial, defense, and manufacturing. Linda's enthusiasm will inspire your audience with optimism, empowering your organization to futureproof your business in an increasingly disruptive, hyper-connected world.

Select Book Titles

- **2017:** *The Inversion Factor: How to Thrive in the IoT Economy*
- **2011:** *Provoke: Why the Global Culture of Disruption is the Only Hope for Innovation*

Select Testimonials

Linda Bernardi was a grand slam. The audience was blown away by the range of topics covered, crisp delivery, and mind-blowing futuristic topics. Linda was very easy to work with and I would highly recommend her to anybody who wants a tour de force on future technologies.

— *National Rural Electric Co-op Association*

Linda was so energizing, polished and professional. She was extremely engaging, making great connections with our audience. She knows her stuff and her passion is "off the scale." Not only technically savvy regarding AI and IoT, but she's a real futurist!

— *Professional Systems Network International*

Linda is a force to be reckoned with! Her deep knowledge of complex topics allows her to be both engaging and informative and to help the audience understand, not just the technologies, but their transformative impact on the financial industry.

— *Pure Storage*

Linda was fabulous. Easy to work with, prepared, detailed, personable, and she gave a great presentation.

— *Synnex*

Linda was excellent. She was able to simply explain very complicated material to a general audience. She kept their attention for 30 minutes. She was very easy to work with and we are very pleased.

— *The Southwest Louisiana Economic Development Alliance*

