

## **Anat Baron**

### **Biography**

Anat Baron knows what's coming next and what you should do about it.

After three+ decades leading major organizations through periods of internal upheaval, intense competition, and market disruption, she has perfected the art of identifying, staying ahead of and shaping trends. This skill set is further informed by her global background, passion for creative innovation, natural storytelling ability – and sense of humor. Now, a sought-after futurist and strategic advisor, she helps business leaders drive innovation, create trends and leverage technological disruption.

Anat is currently the Founder and CEO of StashWall, a technology startup, and she is perhaps best known as the chief executive behind Mike's Hard Lemonade. Within three years, she grew Mike's into a \$200+ million juggernaut—establishing a new product category in the ultra-competitive beer industry. She did this despite her allergy to alcohol.

Anat has intentionally tested new industries, chasing her passion for creative innovation, meaningful stories and the bleeding edge of technological innovations. This led her from her early work with well-known hotel brands like Four Seasons, Holiday Inn and Radisson, to her years as a Hollywood executive and producer, through to her beverage industry career. Anat wrote, produced, and directed Beer Wars, an award-winning documentary film that examines the changing face of the beer industry as a metaphor for exploring capitalism and free enterprise in 21st century America.

Her breadth of experience and passion for new ideas has enabled her to understand when a trend is a trend or when it is actual disruption. From her childhood obsession with the Jetsons and Star Trek to her forays into AI and automation, she's forever determining what's real and what's next, which enables her to guide businesses advising them on how to improve systems and the customer experience at every turn.

Anat's insights have been featured in 500+ TV, radio/podcast, print and online press outlets, including CNN, Fox News, CBS, ABC, NBC, WB, NPR, Inc., Entrepreneur, New York Post, and Los Angeles Times.

Anat Baron brings an exceptional blend of business acumen, creative vision, and storytelling to her keynotes. Her powerful interactive multimedia presentations contextualize the latest trends, explore business opportunities and teach leaders how to think as catalysts for change.