

## **Anat Baron Podium Introduction**

David Bowie once said: “Tomorrow belongs to those who can hear it coming.”

Today’s keynote speaker, Anat Baron, is a futurist who has spent her career at the forefront of consumer trends in a wide variety of industries, including Hotels, Hollywood, Consumer Packaged Goods, and Technology.

She is always looking ahead—combining cutting-edge technology with human interaction to improve productivity, the customer experience, and profitability.

Anat will help us understand the major trends facing our world and show us how we can succeed and thrive in this rapidly evolving landscape.

Please welcome Anat Baron to the stage.