Marian Salzman

Leading Trendspotter, Futurist and Strategist

CSA CELEBRITY SPEAKERS

Marian Salzman is considered as one of the world's top five trendspotters. She is the CEO of Havas PR North America, an entrepreneurial agency ranked ninth in the world. Marian was responsible for some of the most famous consumer campaigns and has executed thought leadership, reputation management and social media programs around the globe. Before heading Havas PR, she was CMO at Porter Novelli, CMO at JWT Worldwide and CSO at Euro RSCG Worldwide. She received many prestigious awards, including the the PRWeek's 2009 PR Innovation of the Year award.

"One of the Top Five Trendspotters in the World"

In detail

Marian is an advisor to the Berlin School of Creative Leadership's MBA program, author of 14 books published in more than 20 languages and an honours graduate of Brown University for which she has served as a mentor to Brown Women in Business since 2006. Her four-part series on the brain for the Huffington Post won a 2011 Bronze SABRE award and an honorable mention from the PR News Platinum PR Awards. In addition, Marian has blogged regularly at Forbes.com, the Holmes Report, Adweek/Aol's Fuel the Future, CNBC.com and numerous agency blogs run by @havasprus.

What she offers you

Marian has identified and taken public such concepts as Metro-sexuality, Singletons and Globesity. As one of the world's leading trend spotters, she lives and breathes what's trending now to help clients position themselves for what's next. She brings to her presentations more than a decade's worth of experience as a consumer researcher and trend analyst and not only delivers practical insights, but she also offers audiences an accurate glimpse of the near future.

How she presents

Her powerful presentations are well prepared and entertaining.

Topics

- Trends for the Near Future
- Millennials: The Generation Making the Next Loudest Boom
- Consumerism in the Age of Less is More
- Teenagents and How They Are Reshaping...Everything
- Welcome to the Age of the Social Mind
- Social Media and Social Life
- Global Consumer Insights and Social Media Tools for Harnessing What's New!
- The Future of Retailing
- New Attitudes, Hours, Tools and Tactics for Today's New Business Strategy

Languages

Marian presents in English.

Want to know more?

Give us a call or send us an e-mail to find out exactly what she could bring to your event.

How to book her?

Simply phone, fax or e-mail us.

Publications

2007

Next Now

2005

The Future of Men

2003

Buzz: Harness the Power of Influence and Create Demand

1999

Face2face in Cyberspace

1999

Next: Trends for the Near Future

1996

Going to the Net a Girl's Guide to Cyberspace