

Speaker Ideas

Sharing the power of ideas

guest speakers for conferences and events



Marian Salzman, executive vice president and director of strategic content for America's largest and oldest advertising firm, J. Walter Thompson (JWT), is one of the world's leading trendspotters/futurists. She was named among the "top five in the world" in 2004, along with Li Edelkoort, John Naisbitt, Faith Popcorn, and Peter Schwartz, by the global publisher VNU.

Salzman is credited with spotting cultural trends such as "wiggers" [white adolescents, often from suburbia, mimicking urban blacks], the rise of "singletons" and "metrosexuality." In 2005, she coined the buzzword, "ubersexual," to describe the new male ideal. In 1995, Salzman was named one of New York magazine's "Cyber 60" and one of Crain's New York Business's "40 Under 40."

Prior to joining JWT, Salzman was executive vice president and chief strategy officer, Euro RSCG Worldwide (January 2001-October 2004). She spent the previous three years—from October 1997 to January 2001—at Young & Rubicam as president of its Intelligence Factory. The Intelligence Factory was Y&R's global think tank, serving clients and colleagues worldwide. She joined Y&R upon her return from Amsterdam, where she had been worldwide director, Department of the Future, TBWA International, for several years. Prior to the TBWA/Chiat/Day merger, Salzman was director of consumer insights and emerging media at Chiat/Day, and president of the research and strategy boutiques owned by Jay Chiat. She founded Cyberdialogue—the first online market research company in the world—in the early 1990s when she was just thirty years old.

Marian Salzman is author or co-author of more than a dozen non-fiction books on topics ranging from cultural shifts to current affairs to the youth market and the commercial workplace including *The Future of Men*, *Buzz: Harness the Power of Influence and Create Demand*, *Next: Trends for the Near Future* and most recently *Next Now* (together with Ira Matathia).

Marian Salzman is an alumna of Brown University and the Graduate School of Arts and Sciences, Harvard University. She is based in New York City, travels extensively throughout Europe, Latin America, and Asia, and lives in a renovated barn in the Silvermine section of Norwalk, Connecticut with two golden retrievers. Her hobbies and interests include fishing, flea markets, and folklorica.

Topics include:

- Convergence is coming together
- Today's age shuffle
- Trends for the near future

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