



Patrick Schwerdtfeger has been a full-time professional speaker since 2007. He got his start after his “Beyond the Rate” podcast (focused on mortgages and the real estate industry) gained popularity in 2006. During the subprime ‘mortgage meltdown’ (2007) and ensuing financial crisis (2008), he was interviewed regularly on mainstream media and soon began speaking at business events and conferences. He covered developments in the collapsing financial markets and, before long, spoke about the burgeoning field of podcasting and social media as well.

Barack Obama’s presidential campaign gained traction in 2007. It was the first presidential campaign driven by social media, and Patrick began covering that topic with increasing frequency. His “Social Media Victories: Real Businesses, Real Campaigns, Real Results” program would end up taking him to hundreds of events all around the world. He became best known for his tactical and energizing keynotes about technology trends and digital marketing.

Today, Patrick is a business futurist specializing in technology trends including big data, artificial intelligence and blockchain. He’s the founder of Trend Mastery Inc. and host of the Strategic Business Insights video blog. Trend Mastery is a strategic consulting agency, identifying a world of transformational opportunities, and Strategic Business Insights has over 25,000 subscribers and five million views on YouTube. Patrick works as an independent business analyst, following emerging technology use cases and sharing his insights with clients around the world. Patrick has excelled at content generation and delivery his entire life. He won writing contests as a child and while in high school was selected to represent his peers by civic orga...

Patrick Schwerdtfeger

Speech Topics

- TED Talks
- Technology
- Social Media
- Sales
- Motivation
- Marketing



Testimonials

Patrick Schwerdtfeger is the most mesmerizing speaker I’ve ever encountered. His uncanny talent to explain complex business concepts utilizing digital social media in such a simple, easy to understand format is impressive. Patrick is genuine and fun!

- Betty Tam, MetLife Financial Services.

A big thank you for participating in our Summit this past week! I continue to receive high praise for your presentation. I was impressed that you spent quality time preparing up front, as well as engaging with our licensees for the day. That preparation really allowed the presentation to come to life for the agricultural sector and made the speech all the more relevant to the audience of licensees.

- Andy Higgins, CEO, International Food Genomics (IFG).