



**Ari Popper** is the Founder and CEO of SciFutures, a foresight and innovation house that uses sci-fi prototyping to help their clients create meaningful change in the Exponential Age. SciFutures works in a wide variety of industries with Fortune 500 clients such as Visa, Hershey, Ford, Clorox, Lowe's and VMWare.

Ari has over 20 years' experience as a marketing, consumer research, and innovation executive. He is a passionate sci-fi fan and amateur sci-fi writer who was inspired to start SciFutures during a creative sci-fi writing class at UCLA. He says that: "Science Fiction is a powerful tool because it helps businesses understand the human potential of emerging technologies in order to develop human-centered strategies that the whole organization can understand and be inspired to rally behind. This provides a significant competitive advantage."

## Testimonials

Quantitative research sometimes gets a bad rep for being dry and tactical. Conversely, qualitative methodologies sometimes leave the audience wondering if the results are representative of the universe at large. Collaborating with Ari allowed us to bridge the gap between the 2 approaches by utilizing his rigorous methodological quantitative background with creative ways to approach generating consumer-based insights. The innovative perspective Ari brought to our projects is even more valuable because it is deeply rooted in his knowledge of the science of primary consumer research. From inception to completion Ari was an invaluable partner whose passion and knowledge fueled the process, and I am looking forward to collaborating with him again.

- Vice President, Consumer Research, International Theatrical Distribution at 20th Century Fox.

In less than 15 minutes, Ari made me realize that I was trapped in the present and that my future vision was limited to what was currently available or emerging. How about that which emerges after that? 30 years from now, the world will have changed more than between now and when our great grandparents were born. Ari has a unique way to unlock our minds so that we may envision how that world may possibly function. Attending his workshops and speaking engagements is a truly life-changing experience that everyone should attend.

- Chairman at Gage-Cannon Ltd..

### Ari Popper

#### Speech Topics

- TED Talks
- Technology
- Keynote
- Innovation
- Futurist
- Future



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