



Marian Salzman

Trendspotter, Futurist and Strategist



CSA CELEBRITY SPEAKERS

Marian Salzman is the President of Euro RSCG Worldwide PR, North America. She took over in 2009, bringing laser-like focus to the agency's social media and grassroots campaigning, a homecoming, as she had previously spent five years as Chief Strategic Officer of Euro RSCG Worldwide. Before returning to Euro, she was CMO at global PR giant Porter Novelli. She drove Porter's brand positioning and executed thought leadership, reputation management and social media programs, including the creation of Porter's pop-up agency Jack + Bill, which won PRWeek's 2009 PR Innovation of the Year.

"One of the Top Five Trendspotters in the World"

In detail

Named one of the world's top five trendspotters, she has managed other trendspotters around the globe for more than 15 years. She has been CMO at JWT Worldwide, worldwide Director of TBWA's Department of the Future, and Director of Consumer Insights and Emerging Media at Chiat\Day. With Jay Chiat, she co-founded Cyberdialogue, the world's first online market research company, in 1992. In addition to her closely watched and widely reported-on annual trends forecast, Marian has contributed regular trends columns to Forbes.com's CMO Network and CNBC.com and written for industry leaders Adweek (U.S.) and Marketing Week.

What she offers you

Marian has identified and taken public such concepts as Metro-sexuality. Singletons and Globesity She brings to her presentations more than a decade's worth of experience as a consumer researcher and trend analyst as well as a reputation as one of the world's leading futurists. Marian 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.

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

Topics

Social Media and Consumer Trends

Lines That Zig but Don't Zag

Beware the Mobmedia - the New Bullies

Obamaclock

Heading Off Angst

No Piggy in the Bank

Go Community!!

The Shadow of the Bomb, Again

Hands-On Aspirations for Insourcing