

SAM RAD

THE CHANGE FUTURIST

Anthropologist · Tech entrepreneur · Bestselling author

CHANGE HAS A PATTERN. SEE IT, AND YOU'RE READY FOR WHAT COMES NEXT.



MEET SAM

Sam Rad is an anthropologist, futurist, and four-time technology founder who helps leaders make sense of change and act with confidence. Across twenty years in e-commerce, blockchain, and AI, she has studied how new technologies reshape human behavior and organizations.

She co-founded Chronicled and NYOUM, holds patents connecting the physical and digital worlds, and is the author of two #1 bestsellers, most recently *Radical Next: Reclaiming Your Humanity in a Post-Human World*. A Forbes 30 Under 30 honoree, she has advised the UN, World Economic Forum, and Federal Reserve Bank. Her talks combine historical perspective, entrepreneurial experience, and the calm of an ex-competitive skydiver.

SIGNATURE KEYNOTE

CHANGE HAS A PATTERN

Every powerful new technology is like a jetpack. It promises new heights, and it scares you about where it might take you. Once everyone has one, not having one is how you get left behind. But owning it isn't the point, and neither is using it. Steering it is.

In *Change Has a Pattern*, anthropologist and futurist Sam Rad shows audiences the cycle every big change follows, why the new tools aren't paying off yet, and the four moves that turn the corner. The pattern has repeated through five thousand years of recorded history, which is why the message works in any industry and lands with any room: it is universal, and above all, human.

In times of radical disruption there is no roadmap, and what got you here won't get you there. The natural reaction is to brace. Sam uses history, and a clear look at what's coming, to make the change feel less daunting.

People don't just walk out ready for what's next.
They walk out wanting it.

FOUR MOVES FOR YOUR AUDIENCE

- 01 See the pattern**
Recognize the cycle behind disruption.
- 02 Let go of the old way**
Question inherited processes and assumptions.
- 03 Lead the jetpack**
Aim new tools at the outcomes that matter.
- 04 Take it off**
Recover presence and perspective to navigate.

45-60 MINUTES / OPTIONAL Q&A / IN PERSON OR VIRTUAL / CUSTOMIZED TO YOUR INDUSTRY

BRING CHANGE TO YOUR STAGE

An opening or closing keynote, built for your industry, audience, and moment.



Travels from: New York City, USA.

PRODUCTION & EVENT REQUIREMENTS

Audio & presentation

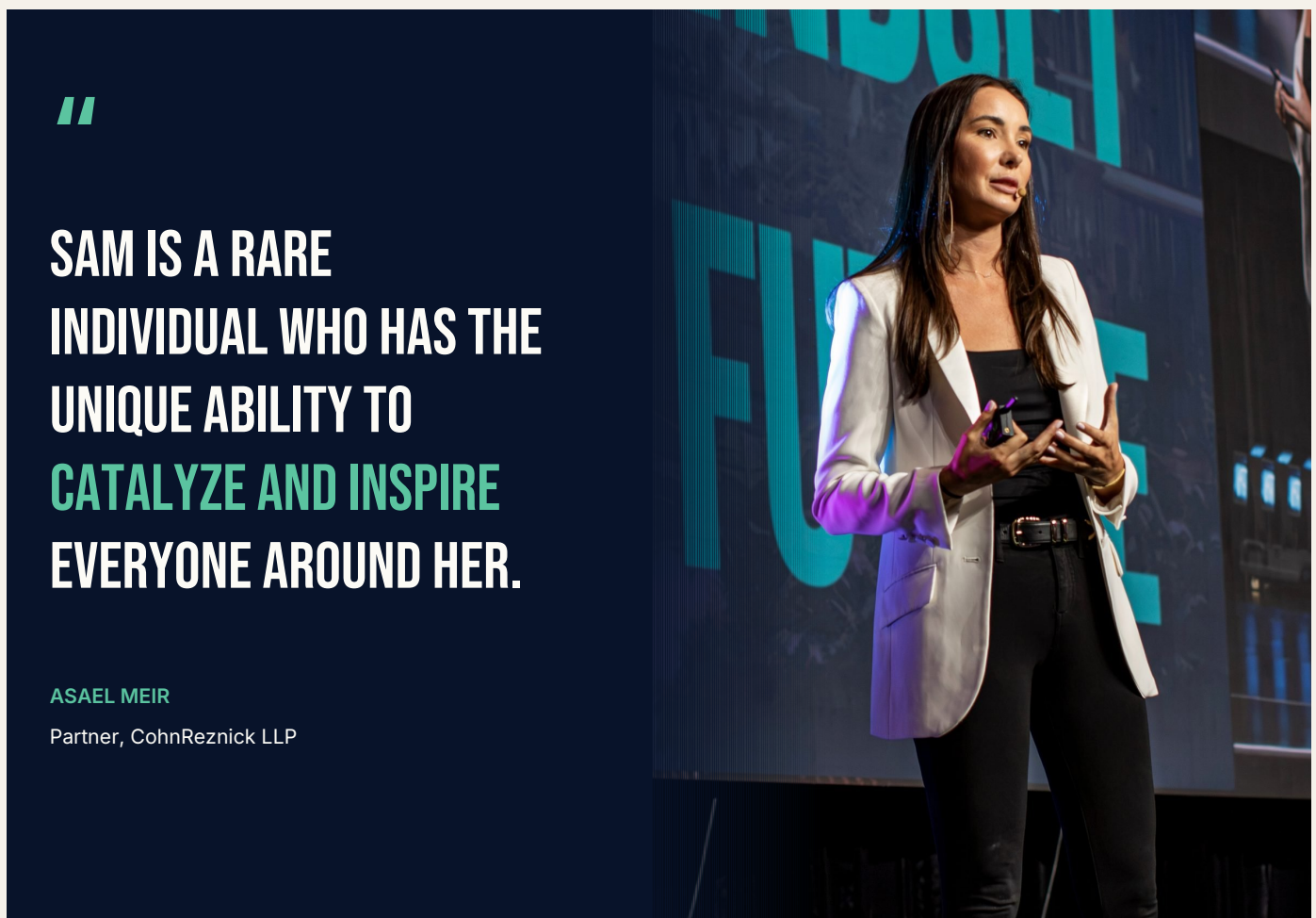
Earset lavalier microphone; confidence monitor and countdown clock; screen behind Sam; clicker to control the slideshow.

Event photography & video

Provide copies of event photos and video recordings to Sam. Please send these promptly following the event.

Stage & audience access

A clear front-stage area is strongly preferred. Sam moves around the stage and may engage directly with the audience.



BOOK SAM RAD

sam-rad.com/book

Brandy Gibson

Executive Speakers Bureau

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