

TOM EDWARDS is focused on bringing Innovation to Reality™ through original content, speaking, strategic consulting, and technology evangelism.

As a speaker, Tom is dynamic, focused on future-proofing business while delivering results today. He has a deep understanding of AI, digital marketing, commerce, and technical detail but translates to all audiences.

Tom regularly speaks on the convergence of technology and consumer behavior via artificial intelligence and its impact on industries such as retail, automotive, consumer packaged goods, financial services, public sector, and more through his platform Innovation to Reality™.



As a consultant, Tom brings 20 years of enterprise experience across all facets of executive leadership, strategic planning, digital, analytics, data, artificial intelligence, innovation, global go-to-market support, organizational design, strategic partnerships, channel strategy, content strategy, retail and e-commerce strategy, and board-level support.

As a technology evangelist & influencer, Tom is adept at carrying a brand message forward. Recent collaborations include a partnership with Nokia and Mobile World Congress to highlight all facets of their 5G products and solutions. Engagements also include content creation similar to a recent collaboration with Futurithmic. This includes on-camera features, long and short-form content as well as sponsored content at keynotes and events.

Tom has been recognized in 2020 as an OnCon Icon Top 50 Global Marketer and named the 2020 Professional of the Year for marketing & emerging technology for the second straight year. In 2019, Tom was recognized with multiple awards including the 2019 Tech Titan Technology Advocate award winner, the 2019 OnCon Marketing Trailblazer, and Marketing Contributor for thought leadership award winner, and he was recognized as the Professional of the Year in Marketing & Emerging Technology by Strathmore Worldwide. Tom was recently named a Marketing Technology Trailblazer by Advertising Age.

SPEAKING ENGAGEMENTS

From Star Wars, Fortnite, The Matrix to the impact of 5G, Gen Z, the camera as the next marketing platform, the Pixar Theory, and how it predicts AI adoption through spatial computing and the blurring of physical and digital. Tom can tailor a keynote by industry and deliver a highly visual and thought-provoking journey.

Many of the top brands in the world have recognized Tom. Apple calls Tom “bold and fearless”, Nintendo states “Tom has a level of expertise I’ve rarely seen in my career, Hulu called Tom “a leader in the digital realm”, Southwest Airlines states Tom “Is a forward thinker who pushes the convention”, c-Suite states Tom “Is insightful in what leaders need to know so they stay ahead of the competition”.