



# CHRIS RIDDELL

Award winning Global Futurist

---

## Categorie

Trends

## Type

Trendwatcher, Expert | Thought leader, Visionair  
| Innovator

## Inzetbaarheid

Keynote spreker

## Talen

EN

## Afkomstig van

United Kingdom

## Biografie

Chris Riddell is a highly acclaimed, award winning Global Futurist and industry recognized inspirational keynote speaker on emerging trends in our hyper connected world. He is a global pattern hunter, discovering and identifying how humans are changing and adapting to high speed change, unlocking insights for businesses and leaders in today's disrupted digital world.

Chris is a Strategic Advisor and Partner for the Australian Federal Police, providing real-time advice and insights into emerging trends and global drivers to inform strategy and capability development

A global trailblazer, Chris Riddell has worked with some of the largest and most defining businesses and brands in our modern world. Having lived and worked in countries such as the

UK, Saudi Arabia, Dubai, Kuwait, China, New Zealand and lately Australia, his understanding of our new world is compelling and thought provoking to say the least.

Notably, Chris Riddell was the first ever Chief Digital Officer (CDO) for MARS Incorporated, architecting the corporate digital strategy behind brands including Whiskas, Pedigree, Wrigley, Starburst, Masterfoods, Snickers and Maltesers.

Chris Riddell is frequently called on as a futurist, speaker and expert commentator to give insights into consumer technology trends within traditional media. As a regular on Sky News Business, The Project on Ten, Channel 7's The Morning Show, The Daily Edition prime time shows and ABC 774 Radio, Chris Riddell's insights and expertise as a trend spotter extend far beyond the walls of the corporate world.

Futurist for the leaders of tomorrow and keynote speaker for business of today.