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## David A. Smith



David Smith is Chief Executive and Futurist at Global Futures and Foresight, a futures research firm, based in London, which he has led for the past 13 years. He has over 35 years of marketing, leadership, and strategy experience, in global IT and IT services firms and was responsible for the strategy of a \$2bn global financial services business.

He is a regular speaker at Business Schools, associations, and industry events worldwide, addressing over 40 conferences a year. He publishes a number of forward-looking reports each year and this year published “The Intelligent Era” highlighting the impact of a range of increasingly powerful technologies, including artificial intelligence, the Internet of Things and immersive technologies and considers how we might respond.

He has helped many of the world’s largest organisations understand how the future will likely impact them and how to be better prepared to renew, thrive, and continue to examine it for themselves. For three years to 2023 GFF has been selected by the UK Government to deliver foresight services across all departments.

He is a member of the IT Lab of the US Professional Insurance Agents association, futures director at IORMA, the consumer organisation and member of the National Club