



DAVID ROWAN

WIRED

Consumer Trends expert and Editor Wired UK

David Rowan is the Editor-in-Chief of WIRED UK, the award-winning technology, innovation and trends magazine covering innovation and the people and businesses that are building the future.

David has previously reported on technology for The Times and Channel 4 News, amongst some unusual briefs the latter required him to illustrate the new iPod Video from the set of a adult film shoot. He's also written for The Sunday Times and Telegraph Magazines, and edited the Guardian's on-line content and commentary.

Under David's leadership, WIRED has extended its reach into branded conferences, apps and even a tech consulting business. David has curated an exhibition of British creative talent at the Government's Cabinet Forum conference. He has also addressed TED Global and Google Zeitgeist events, and frequently contributes on Newsnight and the Today programme. He has also written a monthly column for GQ and Condé Nast Traveller.

David is in touch with many of the world's leading trend-setters and spotters. He travels the world searching out the latest apps, gadgets and start-ups that are, or soon will be changing business, culture and every aspect of our lives from wearable technology to smart homes. He also interviews key figures with influence over the world of technology from the founders of Google and Spotify to James Murdoch and David Cameron to will.i.am and Zaha Hadid.

In presentations he looks at how technology is disrupting almost every sector, how apps change consumer behaviour and why 'social commerce' is killing traditional marketing. He also looks at how technology has evolved and reveals the ten trends that will change your market in the next decade - and what you should be doing now to protect yourself.