



## Professor Scott Galloway

Scott Galloway is a CNN+ Host, Professor of Marketing at NYU's Stern School of Business, and Best-Selling Author.

### KEY TOPICS

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- **Post-Corona**
- **Underhyped vs. Overhyped**
- **Annual Predictions**
- **Future of Education**
- **Investing Theses**
- **Office hours: Private Edition**

### BIOGRAPHY

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#### Scott Galloway

Scott Galloway is a **serial entrepreneur, bestselling author, and marketing professor** at *NYU's Stern School of Business*. As a marketing professor, he has built a reputation for his thought leadership and innovative approaches. Over the years, he's founded nine companies, including:

- Prophet Brand Strategy: A global consultancy with a team of over 250 professionals.
- Red Envelope: One of the first e-commerce platforms to hit the market.
- L2: A firm focused on business intelligence and data-driven insights.
- Section 4: An online education platform designed to make top-tier learning more accessible.

He's also the mind behind *Firebrand Partners*, an operational activist firm that has invested over \$1 billion into U.S. consumer and media businesses. He was elected to the World Economic Forum's "Global Leaders of Tomorrow", which recognises 100 individuals under age 40 "whose accomplishments have had an impact on a global level". Scott Galloway is a **New York Times bestselling author**, celebrated for his works like *The Four*, *The Algebra of Happiness*, and most recently, *Post Corona: From Crisis to Opportunity*. He's been a key figure on the boards of The New York Times Company, Urban Outfitters, and Berkeley's Haas School of Business. In 2022, he launched a business and tech show on CNN+. Through his Prof G and Pivot podcasts, the No Mercy / No Malice blog, and his Prof G YouTube channel, Scott Galloway, a marketing professor and serial entrepreneur, connects with millions worldwide. Adweek even crowned Pivot as **Business Podcast of the Year** in 2020. His educational background includes a BA from UCLA and an MBA from UC Berkeley's Haas School of Business, and he's been recognised as **one of the world's top business professors** by Poets & Quants. **Scott's speaking topics include:**

#### Post-Corona

**Scott Galloway's** presentation shares his thoughts and researched insights on the pandemic's implications on society, the markets, and business. He explores how industries including *media, retail, tech, healthcare, and education* are being impacted by COVID. This presentation provides insights on how to achieve stability and

growth in a post-pandemic world. Scott Galloway cuts through the noise to focus on what will remain after the dust from this crisis has settled.

## Underhyped vs. Overhyped

Since the start of the Covid pandemic in 2020, the pace of change in business, education, and technology has been nothing short of remarkable. Professor Galloway cuts through the noise and highlights the products and trends that are receiving too much versus too little attention and investment. He focuses on those deserving more funding and support. Galloway dives into innovative products and trends across industries like *health tech*, *higher education*, *transportation*, and *financial technology*, offering a glimpse into the breakthroughs that will shape the next decade and define the future for years to come.

## Annual Predictions

Scott shares his thoughts in his bold yearly predictions, which are always a highlight, kicking off in October. During this session, Galloway shares his annual predictions and reflects on his hits and misses from the past year, sharing where he nailed it and where he didn't. Then, he dives into what's on the horizon for the next 1-3 years, covering a range of topics. This presentation includes personal as well as researched insights into big tech, shifts across industries, changes in healthcare and education, retail trends, the streaming battles, and plenty more. Scott reaches millions through his analysis and predictions, making this session a must-watch for those seeking to stay ahead of the curve.

## Future of Education

Scott Galloway, a professor of marketing at the NYU Stern School of Business, dissects the education industry from the 80s to now, focusing on changes in price and exclusivity. He explores the reasons and impacts of these changes and how the pandemic has affected higher education. The presentation finishes with a discussion of trends and related fields that will shape the future of education in the next decade and beyond, offering insights grounded in his experience at NYU.

## Investing Theses

Scott Galloway speaking, he breaks down his personal frameworks for making financial decisions, sharing the key strategies and methods he relies on to assess both public and private investment opportunities. Galloway offers practical advice and insights on how to achieve **long-term success** while creating new opportunities for individuals and organisations seeking to grow their wealth. Lean: instead of presenting, Scott addresses challenges or questions your organisation is facing in today's dynamic financial landscape with actionable solutions. He covers his own equity holdings and private investments and reveals "*The Algebra of Wealth*", his **personal guide to achieving financial security**.

## Office Hours: Private Edition

Rather than giving a presentation, Professor Galloway is **available for one-hour private Q&A sessions** with leadership teams or small groups. It's a chance to tap into Scott's insights on the specific challenges or pressing questions your organisation is navigating. During these sessions, **lean on his experience** as he reveals his personal frameworks and strategies for addressing complex issues. This presentation includes **hard-won wisdom about meeting life's challenges**, drawn from his background as an entrepreneur, academic, and board member, offering real-world expertise and practical advice.