



# Matt Carmichael

Futurist · Author · Keynote Speaker

## // ABOUT

Matt Carmichael is SVP of Consumer Trends Thought Leadership at Ipsos — the world's third-largest research firm — and founding editor of the award-winning foresight magazine *What the Future*. He leads the Ipsos Global Trends study (50 markets, 50,000 interviews), oversees the U.S. Consumer Tracker and Global AI Monitor, and has delivered 100+ keynotes and speaking engagements for organizations including Google, Amazon, Microsoft, Ford, Chase, and Northwestern Mutual. A former editor at *Advertising Age* and *Crain's Chicago Business*, Matt turns proprietary research into compelling stories that audiences remember and act on.

## CREREDENTIALS

### SVP, Consumer Trends

Thought Leadership · Ipsos

### Founding Editor,

*What the Future*

### Lead Author,

Ipsos Global Trends

Medill · Northwestern

U of Houston Foresight

Assoc. of Professional

Futurists

## BOOKS

### Buyographics

Meeting My Heroes

## CONTACT

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## // SPEAKING TOPICS

- **The Human Economy**  
Consumer spending, trade-offs, and the affluent mindset
- **The American Dream**  
How it's evolving across generations and demographics
- **All the Young Dudes**  
Data and ethnography on today's young men
- **AI: The Wonder and Worry**  
Trust, skepticism, and the road to AI adoption
- **Ipsos Global Trends**  
9 macro trends across a decade of global research
- **What the Future**  
50+ issues — Family, Wellness, Food, Work, and more
- **Talkin' 'Bout Generations**  
Two new life stages and the opportunities they create

## // FORMATS

Keynote (30–60 min)

Breakout Session

Virtual

Panel Moderation

Workshop

Foresight Improv★

## 100+ ENGAGEMENTS INCLUDING:

Google · Amazon · Microsoft · Ford · Chase · Northwestern Mutual · Molson Coors · SXSW · Celsi

★ Foresight Improv: the only live improvisational futures format — featured at SXSW