



## RAHAF HARFOUSH

Digital anthropologist and #1 NYT bestselling author driving human-centric innovation in the age of AI and constant connectivity

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- Digital anthropologist and strategist behind the Red Thread Institute, advising global Fortune 500s on tech and culture
  - New York Times bestselling author of *Hustle & Float*, *The Decoded Company*, and *Yes We Did*
  - Former Associate Director of the Technology Pioneer Program at the World Economic Forum
  - Visiting Policy Fellow at Oxford Internet Institute and member of France's National Digital Council
  - Named to UN High-Level Advisory Body on AI and President Macron's AI commission—recognized global voice on digital futures
  - Member of President Barack Obama's Digital Media Team in 2008
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Rahaf is not just a keynote speaker; she's a dynamic force, expertly weaving together insightful content that captivates and inspires her audience.

With her unique ability to demystify complex topics and ignite thought-provoking conversations, Rahaf stands out as the perfect choice to energize your event and leave attendees buzzing with new ideas

Rahaf Harfoush is a Strategist, Digital Anthropologist, and New York Times Best-Selling Author who focuses on the intersections between emerging technology, innovation, and digital culture.

She is the Executive Director of the Red Thread Institute of Digital Culture. Rahaf is a member of France's National Digital Council.

Rahaf was recently named to the United Nations High Level Advisory on Artificial Intelligence and served on President Macron's commission on AI's impact on democracy. In 2021 she joined The Oxford Internet Institute as a Visiting Policy Fellow.

Her third book, entitled "Hustle & Float: Reclaim Your Creativity and Thrive in a World Obsessed with Work," was released in 2019. She has been featured by Bloomberg, The CBC, CTV, and Forbes for her work on workplace culture. It has been translated into Chinese and French.

Formerly, Rahaf was the Associate Director of the Technology Pioneer Program at the World Economic Forum in Geneva where she helped identify disruptive-startups that were improving the state of the world.

Rahaf is the co-author of "The Decoded Company: Know Your Talent Better Than You Know your Customers" It was published in early 2014 and was listed on both the New York Times and USA Today best seller lists. It won a 2015 Gold Axiom Award for Best Business Technology Book. The Decoded Company explores how big data is providing an unprecedented opportunity for organizations to dramatically improve their decision making, increase their performance and, most importantly, intentionally create happy and vibrant work cultures.

Her first book, "Yes We Did: An Insider's Look at How Social Media Built the Obama

Brand,”chronicled her experiences as a member of Barack Obama’s digital media team during the 2008 Presidential elections and explored how social networking revolutionized political campaign strategy.

In 2019, the prestigious “Les Napoleons” named Rahaf as one of the most innovative women in France. She was listed as one of the top future thinkers to shape the world by the Hay Literary Festival in 2017. Rahaf was named as a Young Global Changer by the G20 Global Think Tank Summit. Rahaf has also been recognized by the World Economic Forum as a Young Global Shaper, and by the Women’s Forum for the Economy and Society as a Rising Talent for her thought leadership in the fields of digital culture and technology. In 2014, Rahaf was also named as a “Canadian Arab to Watch,” by the Canadian Arab Institute. She is a member of the German Marshall Network of Transatlantic Leaders.

Rahaf’s writing has been featured in HBR, Wired, The Globe and Mail, Fast Company, Monocle, The Financial Times, Techonomy, The Next Web and many more. She is a frequent commentator on France24 and the CBC. She has been speaking about Digital Culture and Technology since 2006.

In her spare time, Rahaf enjoys instagramming too many pictures of her dog Pixel, learning how to play the ukulele and working on her second novel.

## **TEMAS**

Rahaf tailors each presentation to the needs of her audience and is not limited to the topics listed below. Please ask us about any subject that interests you:

- Thriving in Times of Disruptive Change
  - Constantly Connected: Leadership in Infobesity
  - AI, Algorithms & Automation: Humanity in the Digital Revolution
  - Designing Organizational Digital Culture
  - Innovation & Creativity in Hybrid Workplaces
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# PROGRAMAS

## **The world moves fast—and your insights should too**

Rahaf regularly develops new keynotes that explore fresh areas of inquiry and push the boundaries of her work. These talks reflect her latest thinking on emerging trends, frontier technologies, and shifting cultural dynamics. Designed to spark new conversations and inspire forward-looking action, these keynotes are ideal for audiences who want to explore what's next—while staying grounded in Rahaf's proven framework of insight and clarity. Many organizations invite Rahaf back year after year—knowing they'll get entirely new content, fresh frameworks, and deep, actionable insight every time.

## **Innovating at AI Speed: The Role of Generative Tech in Shaping Tomorrow: A New Innovation Frontier**

The advent of generative AI has ushered in a transformative era for innovation, fundamentally altering how we conceive, create, and collaborate.

As these emerging technologies become increasingly sophisticated, businesses and creators are faced with both unprecedented opportunities and ethical dilemmas. The ability of AI to generate content, solve complex problems, and enhance human creativity has the potential to revolutionize industries. However, this also raises questions about originality, authenticity, and the future role of human creativity in the digital age.

Rahaf navigates these complexities, shedding light on the delicate balance between leveraging AI for innovation and maintaining the integrity of human-centric creation. Pushing past the hype to delve into the business models, consumer behaviors, and strategic insights that are underpinning this technological revolution, she highlights successful case studies and emerging trends to provide actionable insights for organizations looking to harness the power of AI while navigating its potential pitfalls.

Audiences will gain a comprehensive understanding of the transformative potential of generative AI, equipped with the knowledge to navigate its challenges and capitalize on its opportunities. By the end of the keynote, participants will be better positioned to lead their organizations into a future where AI and human creativity coalesce to redefine innovation.

## **Thriving in Times of Disruptive Change**

A dynamic keynote rooted in WEF insights and anthropological analysis. Rahaf empowers leaders to build resilience, agility, and adaptive cultures in fast-evolving digital ecosystems.

## **Constantly Connected: Leadership in Infobesity**

This presentation deciphers how information overload and algorithmic influence reshape leadership, proposing five critical questions and strategies to regain clarity and control.

## **AI, Algorithms & Automation: Humanity in the Digital Revolution**

Exploring ethical and identity questions raised by AI, this talk mixes case studies and cultural insight to guide leaders through a human-centric digital transformation.

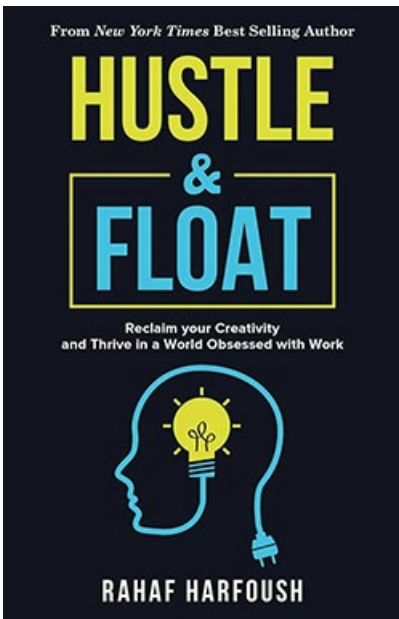
## **Creativity & Innovation in Hybrid Workplaces**

Based on Hustle & Float, this keynote encourages teams to cultivate creative energy while avoiding burnout—balancing hustle with purposeful recovery.

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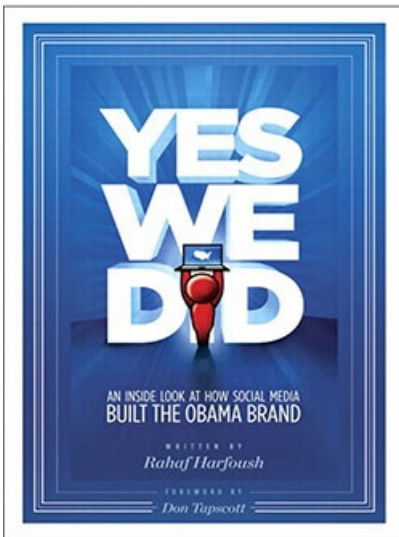
## **PUBLICACIONES**

Libros



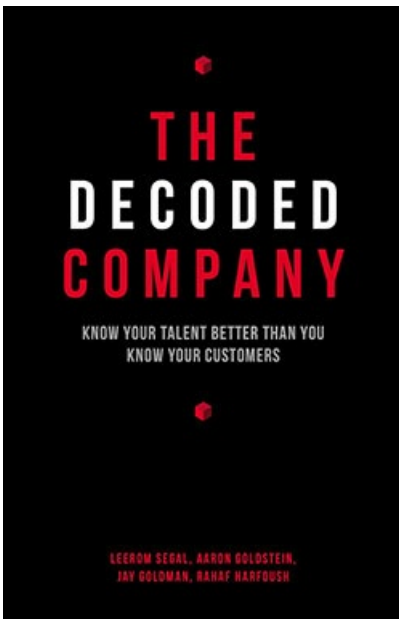
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## HUSTLE AND FLOAT



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## YES WE DID!



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THE DECODED COMPANY

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## CONDICIONES

- **Travels from:** Paris, Francia
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