

## SCOTT BALES

DIGITAL FUTURIST AND ADVISOR  
AUTHOR OF *INNOVATION WARS* & *MOBILE  
READY*

*SPEAKER ON TECHNOLOGY, INNOVATION & THE  
DIGITAL SHIFT*

*Delivering Insights from the Intersection of  
Technological Innovations and Behavioural  
& Cultural Change*

# SCOTT BALES

## Focus

**Scott thrives on the intersection between cultural and behavioral changes in the face of technology innovations.**

Scott was previously Chief Mobile Officer for Moven, the world's first-ever digital everyday bank, and also the CEO of an advisory firm, Innovation Labs Asia, partnering with organisations as they embark on their own innovation journey. Today he is a Global Digital Advisor to Microsoft.

In a world where technology reigns, you must practice what you preach, and Scott does exactly that. He is the former Vice President of Visa Company Fundamo, former Head of Technology for ANZ subsidiary WING Money, founding member of Next Bank, a mentor to entrepreneurs across the world, sits on the Board of Care Pakistan and holds advisory positions at Startup Bootcamp Fintech, Hub Singapore and Apps 4 Good.

He's a man on a mission to transform mainstream thought processing around conventional business practices.



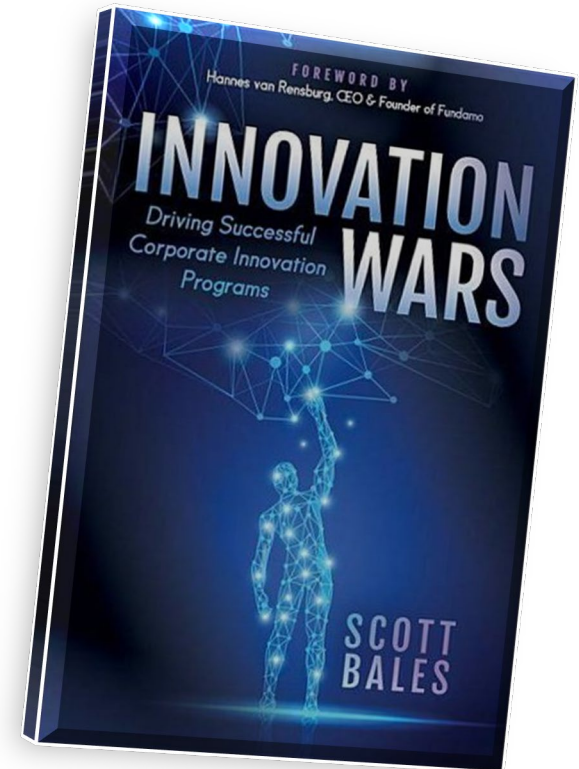
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Innovation Wars: Driving successful corporate innovation programs

***Innovation Wars* dives into the competitive nature of innovation in the modern organisation, to uncover the secrets to driving innovation success.**

The modern economy brings a multitude of **challenges** for organizations. Digital culture has taken over as a prime driver of consumer behavior, startups are continuously disrupting traditional industries, and organizations are going out of business as a rising number have announced intentions to launch innovation labs or partner with nimbler organizations. The economy has evolved into a battlefield, full of attempts, failures, and successes.

Innovation Wars provides new **business designs**, new **tools**, and new **frameworks** for today's leaders to steer their organization towards success. Technology guru Scott Bales looks at the models of successful organizations, mapping out a **strategic** roadmap to success with a fresh take on the nature of **innovation**. He guides business leaders through a journey of self-reflection on their way to **experimentation** and **value proposition** discovery. Readers are given practical tools they can apply in their current organization to reduce the guess work in strategy and **market success**.



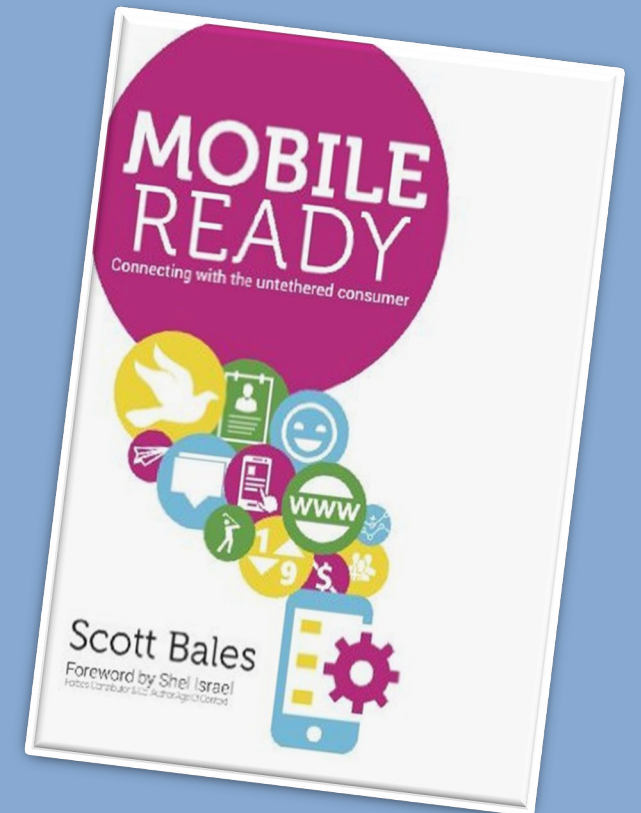
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## Mobile Ready: Connecting With The Untethered Consumer

There is no doubting the importance of mobile for engaging the modern consumer. An entire new ecosystem has been created that binds us all together, 24/7.

Mobile is not simply about the technology; it's all about **behaviour, context, and utility**. We are no longer talking about operating systems, hardware, or device features. Instead we will develop a consumer **behavior-centric** view of business and markets.

Mobile is a brave new **frontier** for the majority of incumbent businesses; it's a big **step forward** in rethinking **engagement** with customers, suppliers, and the workforce; it's an inevitable transition in a world where brand engagement can and does happen 24 hours a day, 7 days a week.



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## key facts

### Currently ...

- Global Digital Advisor to **Microsoft**
- Speaker and Advisor on the **Digital Shift** and **Recoding Leadership**
- Author of "**Innovations Wars**" & "**Mobile Ready**"
- Mentor to Entrepreneurs across the world on Lean Startup.
- Board Member of **Care Pakistan**.
- **Advisory positions** at Fastacash, Our Better World, The HUB Singapore and Apps 4 Good.
- Professional **speaker**.

### Formerly ...

- CEO – **Innovation Labs Asia**
- Chief Mobile Officer for **Moven**, the world's first-ever digital everyday bank
- Founding member of **Next Bank**.
- Vice President of Visa Company **Fundamo**
- Head of Technology for ANZ subsidiary **WING Money**
- Graduate of **HMIT** and **Swinburne** University of Technology.

Flies from **Singapore**

Speaks to audiences around the world, in conferences, client forums and management meetings.



### What people say

*"Scott did a masterful job of engaging my global partners ... He was able to align our perspectives and illuminate the strengths we could share together."*

Michael J. Epstein – Deloitte Restructuring Services

*"Scott Bales was not only a very engaging and thought-provoking futurologist but he, and his team, were a pleasure to work with. From the pre-event briefing calls and logistics to the on-site rehearsals and delivery, nothing was too much trouble and the result was a great event and great feedback. We would readily recommend Scott for future events."*

Vodafone APAC NZ Gigabit Society Summit

*"Scott is himself on the stage, as a passionate individual and a rare industry leader in the intersection of banking, technology and trend. His talk conveys so much of his passion, energy and insight. Simply contagious!"*

Next Bank Asia Singapore

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## sample speaking topics

***Recode Your Leadership:*** Are you ready for the digital future? This keynote will ignite your drive to reconsider your purpose: Reskill, Retool, Reinvent & Recode your Leadership.

***Innovation Wars:*** Leading organizations around the world leverage the power of Customer Centric Design and Lean Startup methods. Innovation Wars is your guide to market success in the battlefield that is corporate innovation.

***Smart Cities & Citizens:*** Where do we look for the technologies that are going to reshape society, reshape transportation, systems, utilities and the infrastructure in which we live.

***The Future Consumer*** He explores what makes a digital native, a person born during or after the general introduction of digital technologies and through interacting with digital technology from an early age, has a greater understanding of its concepts.

***The Future of Work*** New technologies are evolving everyday - IoT, cloud, artificial intelligence and blockchain, are at our fingertips ready to empower a whole new way of operating. Learn about these technologies and how they will shape your outlook on the market.



### Useful links for Scott Bales:

- TIB Speaker Web Page >> [Go to Webpage](#)
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thought-provoking ▪ lively ▪ insightful

The  
*Insight*Bureau



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Appointed Agency

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