



## Rahaf Harfoush

**Strategist & Digital Anthropologist**

*'Named as a Young Global Changer by the G20 Global Think Tank Summit'*

Rahaf Harfoush is a Strategist, Digital Anthropologist, and 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 and teaches 'Innovation & Emerging Business Models' at the Institute of Political Studies of Management and Innovation in Paris.

### TOPICS:

- Burnout Proof Performance and Supercharge Your Teams with Humane Productivity
- Thriving in Times of Disruptive Change
- Constantly Connected: Leadership in Times of Infobesity
- Leading and Inspiring Hybrid Teams
- AI, Algorithms and Automation
- Designing Organizational Digital Culture
- Unlocking the Promise of Digital Culture

### LANGUAGES:

She presents in English.

### PUBLICATIONS:

- 2019** Hustle and Float  
**2014** The Decoded Company

### IN DETAIL:

Rahaf has been featured by Bloomberg, The CBC, CTV, and Forbes for her work on workplace culture. Rahaf was the Associate Director of the Technology Pioneer Program at the WEF in Geneva where she helped identify disruptive start-ups that were improving the state of the world. In 2019, the prestigious 'Les Napoléons' 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 has 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.

### WHAT SHE OFFERS YOU:

Rahaf specialises in translating the latest research into compelling stories that capture your audience's attention from the very first slide. She makes emerging trends funny, relatable, and informative.

### HOW SHE PRESENTS:

Rahaf turns the latest research and trends into actionable insights that are easy to understand, entertaining, and practical.