



ARMIDA ASCANO

CHIEF INSIGHTS OFFICER FUTURIST GENERATIONAL TREND FORECASTER

“Bringing Armida Ascano in to speak with your organization is akin to bringing order out of chaos—discovering not only answers to questions you have, but answers to questions you didn't even know to ask. WHIP SMART, plugged in, and a bundle of pure disruption, Armida brings clarity to complex trends in a way that educates, motivates, and leaves you with ideas on what to do next.”

UNIVERSAL

“Trend Hunter’s content had everyone truly thinking beyond our usual approach. We were all truly INSPIRED by the content and Armida’s energy and passion.”

ACCOLADE WINES

RECENT SPEAKING EVENTS

NBCUniversal

* Kimberly-Clark

Paramount

SHISEIDO

L'ORÉAL

salesforce

Unilever

IDEAL FOR

- Leadership Conferences
- Executive Retreats
- Innovation Summits
- Sales Kickoffs

SPEAKING FORMATS

- Keynotes
- Executive Sessions
- Panel Discussions
- Workshops
- Innovation Sprints
- Emcee

SELECT TOPICS

- Innovation Strategy
- Consumer Trends
- AI & Emerging Technology
- Future of Work

FEATURED KEYNOTES

MICOGENERATIONS

We explore this shift through a microsegmented lens to understand life in an AI-driven world.

TREND HUNTER’S 18 MEGATRENDS

Explore Trend Hunter's 18 evergreen consumer behavior trends and 6 Patterns of Opportunity through cross-industry case studies.

CONSUMER BEHAVIOUR

Explore how opposing consumer trends shape behavior and uncover opportunities to align your brand with today's biggest cultural shifts.

WORKSHOPS

PATTERNED THINKING WORKSHOP

A collaborative workshop that uses Trend Hunter's 6 Patterns of Opportunity to turn creativity into actionable innovation.

HOW TO DISRUPT

A customized workshop that helps your team anticipate future threats, assess opportunities, and prepare for the next 3-5 years of your industry.

INNOVATION REINVENTION

A highly customized workshop designed to drive meaningful change across your organization.

ABOUT ARMIDA

Armida Ascano is the Chief Content Officer at Trend Hunter and the brain behind its trend sessions and workshops.

She is Trend Hunter's most-booked Futurist and has crafted numerous trend frameworks and innovation tools to bring Trend Hunter's content to life. With these tools in her arsenal, she has helped hundreds of brands innovate — including Chicago Tribune, Red Bull, and Wal-Mart — and has spoken at conferences like Foresight and Trends, OmniShopper, Dreamforce, and Future Festival. She specializes in generational trends, our 18 Megatrends matrix, Innovation Workshop facilitation, and more.

