



Patrick Schwerdtfeger
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Business futurist specializing in
technology trends

Patrick Schwerdtfeger is a business futurist specializing in technology trends including artificial intelligence, Fintech, blockchain and social media. He has lectured at numerous academic institutions including Purdue and Stanford Universities, and is a regular speaker for Bloomberg TV. Patrick is the founder of [Trend Mastery Inc.](#) and host of the [Strategic Business Insights](#) video blog (with over 20,000 subscribers and four million views on YouTube). He has spoken about business trends, technology and digital marketing at hundreds of conferences in dozens of cities around the world. Patrick discussed [Learned Intuition](#) at the TEDx Sacramento event in 2012.

Patrick is the author the award-winning book *Marketing Shortcuts for the Self-Employed* (2011, John Wiley & Sons, Inc.). His other books include *Keynote Mastery: The Personal Journey of a Professional Speaker* (2016, Authority Publishing), *Webify Your Business: Internet Marketing Secrets for the Self-Employed* (2009) and *Make Yourself Useful: Marketing in the 21st Century* (2008). He has been featured by the New York Times, LA Times, San Francisco Chronicle, Reader's Digest, CNN Money, NPR, Fortune, Bloomberg Businessweek, the Associated Press, MONEY Magazine and Forbes, among many others.