

# Tracey Follows

## CURRICULUM VITAE

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## BIOGRAPHY

A highly respected and awarded futurist, I am the CEO and Founder of Futuremade, a strategic foresight and futures consultancy, appearing in the Top 30 Futurists Worldwide Global Gurus List and in the Top 50 female futurists worldwide in Forbes. I was ranked #1 Futurist speaker in 2024 and 2025 by the UK's biggest motivational speakers agency.

In my consulting practice, I work with many corporations such as Amazon, Google, Coca-Cola, Mercedes F1, BT, Farfetch and Diageo. I also work with not-for-profits across sectors that include housing, manufacturing and education, helping to shape their future strategies.

A twice published author, my latest book published in 2021 is *The Future of You: Can Your Identity Survive 21st Century Technology?* Ahead of its time in exploring the effects of digital technologies on personal identity, *The Future of You* podcast extended the ideas in the book, and went on to win Best Technology Show at the 2023 Independent Podcast Awards.

I am a member of the Association of Professional Futurists, an Associate Fellow of the World Academy of Art & Science, and a Guest Lecturer at London Business School. I am also Visiting Professor in Digital Futures & Identity at Staffordshire University.

I regularly speak on futures, trends, and foresight, including to the United Nations at UN HQ in NYC, The UN Women's Leadership Group in Doha, at the Financial Times Global Boardroom, FT's Tech Live, Nobel Visions in Moscow, Think With Google, Fortune's Brainstorm AI, and at the US State Department.

I write about innovation and trends in my column at Forbes. I am a regular commentator on the BBC: BBC Business Matters, BBC Radio 4's FourThought and Radio 4's Front Row, and have appeared on LBC, Times Radio and the Megyn Kelly Show in the US. My perspectives have also been featured in the FT, Guardian, Daily Mail, The Critic, Wired and Fast Company.

I sat on the Advisory Board of DotEveryone, Martha Lane-Fox's think tank for responsible tech, and I served for four years on the board of UK regulator, The Advertising Standards Authority.

In 2016, I received the Women in Marketing Special Award for Outstanding Contribution to Marketing. In 2017, I received 'Woman to Watch' from Adage for my strategic foresight work; in 2018, Business Cloud listed me in their

Trailblazers in Tech. I also served as the Inaugural Jury President for Creative Strategy at the Cannes Lions Festival 2019. And most recently I was awarded a spot in the Top 30 Global Gurus, the list of the world's best futurists (ranked #7).

My academic journey includes a first-class BA (Hons) degree in Philosophy and an MSc in Technical Change & Industrial Strategy, at the University of Manchester in the UK. I also studied Strategic Foresight at the University of Houston.

## **EDUCATION**

### **University of Houston**

**May 2015** Professional Certificate in Strategic Foresight

### **University of Manchester**

**1992 – 1993** MSc Technical Change & Industrial Strategy

**1989 – 1992** BA (Hons) Philosophy (First class)

### **Chasetown High School**

**1984 – 1989** 'A' levels in History (A), French (B), Art (C), General Studies (B),

S' Level in History

8 'O' levels/GCSE A/B grade (including Maths and English); C in Art

## **COMMITTEES & COUNCILS**

### **ASA (Advertising Standards Authority) Non-Exec Director & Council Member, 2017 - 2021**

- Advertising Industry member on ASA Council, chaired by Lord David Currie (appointed by previous Chair, Lord Chris Smith)

### **Guest Lecturer, London Business School, 2022 - present**

- Regular lecturer in futures studies and strategic foresight on senior executive leadership programmes and corporate programmes.

### **Cannes Lions Festival of Creativity**

- President of the Jury, Cannes Lions: Creative Strategy 2019
- President of the Jury, Eurobest: Innovation and Creative Data 2018
- Juror, Cannes Lions: Creative Effectiveness 2016; Innovation 2018

### **APG (Account Planning Group), Chair 2013 – 2015**

- Chair of the 2,000-member organisation, including the prestigious APG creative awards. Previously committee member, Treasurer and Vice-Chair.