



KALEIDO
INSIGHTS

JESSICA GROOPMAN

Keynote Speaker

Industry Analyst & Founding Partner



Jessica Groopman is an industry analyst and founding partner of Kaleido Insights, a San Francisco-based technology research firm. Trained in anthropology, she specializes in human, business, and societal impacts of emerging technologies. Jessica works with companies from around the world, supporting strategic advisory, innovation strategies, and research across several industry verticals and technologies. Past clients include AARP, Coca-Cola, Cisco, Festo, Google, Intel, Microsoft, Pandora, Technicolor, and more.

She is a regular keynote speaker, podcaster, moderator, and panelist at emerging tech industry events. She is also a frequent contributor to media outlets. Jessica was honored to be included among 100 Women in AI Ethics, Onalytica's list of the 100 Most Influential Thought Leaders in IoT, and Women in Blockchain. She advises start-ups and has served as a contributing member of the International IoT Council, IEEE, and the Business Intelligence Nexus Advisory Board.

Jessica has produced over 50 reports in her career across a wide range of technological, cultural, and business topics. Her recent coverage areas include:

- Sustainability and regenerative business
- Diversity, equity, and digital inclusion
- Blockchain and “Web3”
- Biotech and biometrics
- AI/machine learning

Jessica has been principal analyst with Tractica, served as research director and principal analyst with Harbor Research, industry analyst with Altimeter Group, director of research at Focus Research and was a research analyst at Tippit Research. Before she worked in business and technology research, Jessica's experience was mostly in academic anthropological fieldwork, specifically in ethnographic, linguistic, and archaeological research both in the United States and abroad.

Learn more at jessgroopman.com

Jessica's Recent Keynotes

- **Beyond Sustainability:** Why the Future of Innovation is All About Regenerative Business Models
- **Digital Transformation 2030:** A Framework for Business Vitality Amidst Constant Disruption
- **Climate Tech:** Digital Disruptions Driving Sustainable Business & the Circular Economy
- **The Silent Disruptors:** Three Trends Radically Re-Shaping Your Business (*customized per client*)
- **The Circular Mindset:** How to Apply Ancient Wisdom + Emerging Tech to Transform Your Value Chain
- **5 Things No One is Telling You About Artificial Intelligence:** Based on Research of 215 Applications
- **Three Macrotrends Impacting the Journey to 2030:** Super Humans, Fluid Organizations, and Enlightened Ecosystems
- **Web3 Demystified:** The Brave New (Decentralized?) Web, Big Risks, & Big Rewards



CONTACT FOR VIDEO SAMPLES AND BOOKING INFORMATION:

Rachel Bueker, Assistant for Jessica Groopman
rachel@kaleidoinsights.com

