

Dr. Lior Zoref
Bio and Keynote Topic



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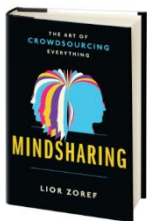
Dr. Zoref is a researcher, advisor, TED speaker, and author of the best-selling book, *Mindsharing: The Art of Crowdsourcing Everything*. His speech at the TED 2012 Conference in Long Beach, California, was widely-recognized as a conference favorite. Dr. Zoref received a standing ovation for the out-of-the-box, insightful, and hilarious presentation, which *The New Yorker* dubbed “delightful.” In addition to bringing an ox live on stage, Zoref used stories of crowdsourcing in action—including a poll of the audience—to illustrate its power.

Originally from Israel and having previously spent 14 years as a vice president in marketing at Microsoft, he is currently a researcher and advisor whose work has been featured in *Fast Company*, *Harvard Business Review*, *NPR*, *The Huffington Post*, and more.

Mindsharing is a bestselling book about the power of collective intelligence.

Translated into many languages, the book was listed by *Inc. magazine* as one of the “best books for entrepreneurs” alongside books from business legends including Richard Branson, Elon Musk, and Tony Hsieh. It looks at why few of us come close to using the full potential of our online networks, and how to use “mind sharing” in practical and proven ways.

Book



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Keynote Topic

Keynote title: **WE** Are Smarter Than **ME**

Whether we need to make better business decisions, find innovative solutions to big challenges, or transform our lives, collective intelligence is the key to making quicker, wiser, more objective decisions.

This keynote inspires a new look about the future of thinking and the future of decision making in the era of social networks and crowdsourcing. It motivates setting big goals, thinking big and making dreams come true.

Contact

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*Gary Shapiro, President and CEO,
Consumer Technology Association*