



## Lior Zoref – Speaker Bio

### About Lior Zoref

Lior Zoref is a researcher, advisor, TED speaker and author of the bestselling book, Mindsharing – the art of crowdsourcing everything.

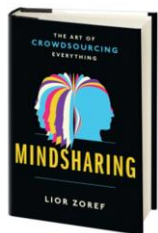
He gave a talk at TED 2012 in Long Beach California. The New Yorker magazine called his standing ovation TED performance 'delightful'.

Lior has been invited to speak at some of the world's most innovative organizations, including Google, MIT Media Lab, Columbia University, The White House, Nike, Microsoft and LinkedIn.

He has also been invited to speak and keynote at world-renowned technology summits including TED, TEDMED, Biomed, TechEd where he shared the stage with figures like Bill Gates, Al Gore, Jeff Bezos and more.

Mindsharing is a bestselling book about the power of collective intelligence. It was translated to many languages and was listed by Inc. Magazine as one of the best books for entrepreneurs along with books by Richard Branson, Elon Musk and Tony Hsieh.

If the old saying is true that two brains are better than one, Mindsharing shows how to benefit from the power of fifty, five hundred, or five thousand brains.



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### Keynote Topic

From the prospective of a leading crowdsourcing researcher, a former Vice President of marketing at Microsoft and a passionate speaker, this talk inspires a new look about the future of thinking and the future of decision making in the era of social networks and crowdsourcing.

This talk motivates setting big goals, thinking big and making dreams come true.

Audience reviews: "I used to think it was hard to match Malcolm's skill of presenting complex subjects easily, but Lior Zoref's matches him", "breathtaking and inspiring presentation", "Lior is a genius and he's an ordinary guy".

### Contact

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