

Scott Bales

Scott Bales is a visionary, an innovator, a digital strategist and best-selling author with a passion for using technology to design seamless consumer-centric experiences.

Are you ready for Isaac?

Smart Cities & Citizens

The world around us is changing every single week as new apps and technologies reshape the landscape in which we live, move, eat, socialize, educate and create communities. Our challenge is to figure out how this will evolve as **IoT, artificial intelligence and autonomous vehicles** become a part of everyday life.

Countries like Singapore, Hong Kong & Dubai have heavily invested in **Smart City technology** but what does it actually mean? Where do we look for the technologies that are going to reshape society, reshape transportation, systems, utilities and the infrastructure in which we live.

What will I takeaway from this keynote?

- We take a look at how smart cities will evolve through the eyes of a digital citizen. Someone whose biases and preferences are shaped by the smartphones and Spotify's of the world. Learn their daily habits and how they are different to their parents.
- Understand the trends that are reshaping our nation's and build a framework to demistify the technological buzzwords.

The digital citizen works differently, socializes differently and moves around their city differently - have you planned and adapted for this?

Scott is himself on the stage, as a passionate individual and a rare industry leader in the intersection of banking, technology and trend. His talk conveys so much of his passion, energy and insight. Simply contagious!

VP USER EXPERIENCE, OCBC

Scott is dynamic and vibrant. He is able to engage the audience with his interesting analogies and concepts in the tech-world through: "Are you ready for Isaac". In which he delivered a huge amount of insights within a short time.

SINGAPORE MANAGEMENT UNIVERSITY

Who needs to hear this keynote?

Government and municipal departments that want to understand the cultural and social norms of future citizenship, future nations and future cities as they compete on the world stage to attract talent and create economic prosperity for their citizens.