



VCU Brandcenter Friday Forum

Sept. 23rd / 11am - 12:30pm / VCU Commons Theater / 907 Floyd Avenue

Brad Grossman

Founder & CEO / Zeitguide



When Fortune 500 CEOs, public figures, and well-established creative leaders need to understand the leading edge issues that will drive and change their industries, they turn to Zeitguide founder and CEO, Brad Grossman. Once called the “Human CliffNotes” by GE’s Senior Vice President Beth Comstock, Grossman draws from a community of hundreds of experts, across every imaginable field, to distill vast quantities of information in a few crucial takeaways.

Grossman’s process is the precise antidote for executives and leaders overwhelmed by content and lacking the time to digest it. Grossman doesn’t simply collect data; he tells you what it

means for you, your company and your industry. As Oscar-winning film and television producer Brian Grazer says, “Brad Grossman knows the heartbeat of what matters.”

In addition to running Zeitguide’s insights and consulting team, Grossman publishes two weekly newsletters, #ripouts and The Zeitguide Deep Dive, and the annual Zeitguide Cultural Almanac. Grossman also serves as a Wall Street Journal Leadership Expert.

Topic / The Zeitgeist of Zeitguide: It’s what you need to know

Descriptor / It’s almost impossible to keep up with our ever-changing cultural landscape. Unless you’re Brad Grossman, CEO and Founder of Zeitguide, a cultural compendium that helps CMOs, CCOs, CEOs and their entire organizations know what to read, what to see, what to hear, why it’s important and how it can inform decision making.