



Dion Chang



Artist Name Dion Chang Category Speakers Artist Location Gauteng Biography Dion Chang will make you think differently. He is a strategic thinker, keynote speaker, a walking ideas bank and professional cage rattler. He is one of South Africa's most respected trend analysts and founder of Flux Trends, which takes the unique view of "trends as business strategy".

Flux Trends specialises in identifying unexpected business opportunities within shifting trends, and specifically the impact of disruptive technologies - across all industries - ensuring that global trends have relevance when translated for African, and South African businesses. Dion is passionate about assisting companies embrace change and embedding a culture of innovation into corporate operating systems. As a result, he is used as a management consultant for businesses facing change and struggling to adapt to a new world order. He will see your blind spots and is not afraid to ask those difficult or uncomfortable questions.

He lectures Foresight and Innovation Implementation modules for executives and senior management at various business schools, including GIBS, UCT's Graduate School of Business and Duke CE. He has devised and hosted three trend conferences and published three trend books.

Apart from being an information source for cross-industry trends for many journalists, he also writes columns for City Press, Acumen (a C-suite business quarterly for GIBS) and is a regular podcast contributor to eBizRadio. His 20-year experience in the media industry as a journalist and media spokesperson, enables him to provide insights into

the ever-changing relationship between brands, consumers and the communication channels that bind them. He has a deep passion for youth trends and subcultures, as well as for solution-based innovation for greater good.

He is an intrepid traveller, global citizen and proud South African. Promo https://youtu.be/lanMbxVIRV4?si=hSfNM4Il_dmOKw8E

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