

BEN PRING



Affiliation: Cognizant.

Ideas: Don't be a bad robot (be a smart human). If we try to compete with technology on its terms, we will lose. It's better to play to our human strengths.

Content: Co-author of the best-selling and award winning books, *What To Do When Machines Do Everything* (2017) and *Code Halos; How the Digital Lives of People, Things, and Organizations are Changing the Rules of Business* (2014).

Bio: Co-founded and leads Cognizant's Center for the Future of Work. He joined Cognizant in 2011, from Gartner, where he spent 15 years researching and advising on areas such as cloud computing and global sourcing. In 2007, he won Gartner's prestigious annual Thought Leader Award. He sits on the advisory board of the Labor and Work Life program at Harvard Law School, and in 2018, he was a Bilderberg Meeting participant. He has a degree in philosophy from Manchester University in the UK.

Verdict: "Ben Pring has the rare ability to see around corners before the rest of us recognise there's a curve in the road." Thinkers50

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