



## **PROFILE**

### **Daniel Bobroff**

#### **Leading Retail & Innovation Speaker**

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Daniel Bobroff is one of the world's foremost retail technology and innovation speakers, inspiring audiences with a vision of the future where technology, creativity, and AI reshape the retail landscape. He believes in the power of every individual to be a game-changer, combining visionary thinking with actionable roadmaps that help businesses navigate and thrive in an era of disruption.

#### **Walking The Walk**

As the Founder of Coded Futures, a creative technology advisory firm focused on the future of retail, and Special Advisor at HTEC Group, a leading global engineering company, Daniel is at the forefront of AI-driven transformation in retail. His expertise spans the digitalization of retail, the evolving customer experience, and the impact of AI on every facet of the industry—from supply chains to hyper-personalized shopping experiences.

Previously, Daniel was the Co-founder and Investment Director of ASOS Ventures, the venture capital arm of the global online fashion giant. His mission was to identify and invest in game-changing retail and fashion technologies, building an unparalleled network of AI innovators, retail tech pioneers, and disruptive startups.

#### **A Unique Journey**

With over two decades of experience as an entrepreneur, investor, and technologist, Daniel has consistently been at the leading edge of digital transformation. He is recognized as the pioneer of in-game advertising, having “sold Mario to the admen” and created what is now an \$50 billion industry. He founded Microtime, the first and leading digital agency for in-game advertising, and later built Deibus Studios, an internationally renowned game development company that achieved sales exceeding 50 million units across PlayStation, Xbox, and Nintendo.

Beyond gaming, Daniel has founded, invested in, and led companies at the forefront of virtual reality, visual search, e-commerce, and ad-tech, always seeking the next breakthrough in customer engagement and experience.





## AI & The Future of Retail

Daniel is a passionate evangelist for the AI-driven future of retail, helping businesses understand how artificial intelligence is revolutionizing marketing, supply chains, product discovery, and customer experience. He explores the rise of hyper-personalization, predictive analytics, and the shift toward immersive, interactive, and AI-powered commerce experiences. He also discusses how AI and emerging technologies like the Metaverse will define the next generation of retail.

## Trusted By The Best

As a highly sought-after international keynote speaker, Daniel has delivered addresses for over one hundred discerning organisations such as Google, Facebook, Salesforce, Mastercard in over a decade. His engaging, high-energy presentations challenge audiences to embrace innovation, rethink their digital strategies, and harness the power of AI to future-proof their businesses.

If you're looking for an electrifying, insightful, and forward-thinking speaker who can translate complex technology into practical retail strategies, Daniel Bobroff is the voice to listen to.

## SPEAKER WEBSITE

For more information, please visit [www.danielbobroff.com](http://www.danielbobroff.com)

## VIDEO

To see examples of Daniel speaking, [watch him in action here](#) or, [visit his Youtube channel](#)

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## CONTACT

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