

Kim Bates
Chief Futurist
Faith Popcorn's BrainReserve

Kim is a marketing, communications and innovation executive with a proven history of driving profitable revenue growth on both the client and agency sides for 20+ years. An effective leader with demonstrated ability to manage organizational change to create inspired, productive teams through empathy, agility, resiliency, curiosity, performance coaching and a growth mindset.

Kim is currently the Chief Futurist at Faith Popcorn's BrainReserve. FPBR works with fortune 200 enterprises and start-ups to help predict, navigate and leverage the future to maximize their competitive differentiation in today's purpose-driven and tech-first marketplace.

Kim has experience working with some of the top brands in the world in a wide breadth verticals including: Agriculture, Alcohol, Automotive, Beauty, Beverages, Biotech, Cannabis, Connected Homes, Consumer Packaged Goods, Education, Entertainment, Fashion, Fast Casual & QSR, Financial Services, Gaming, Healthcare, Nutrition, Personal Care, Philanthropy, Restaurants, Snack Foods, Sports, Sustainability, Technology, Wellness, Wine & Water.

Kim is also a leader in fostering self-esteem in the community and at work. In 2011, she founded The WSDM (Wisdom) salon series with a mission to help women become more aware of the infinite possibilities in life by sharing the authentic insights, experiences and life lessons of other women (of all ages). Kim is also a motivational speaker, life coach & mentor in the community, working with men, women, and employees.

