Mark Patterson

Future of Work & AI Keynote Speaker | Executive Director, Magnet at Toronto Metropolitan University

FUTURE OF WORK · ARTIFICIAL INTELLIGENCE · WORKFORCE TRANSFORMATION · INNOVATION · CHANGE MANAGEMENT · SKILLS & TALENT

THE PITCH

AI is rewriting work faster than most organizations can adapt. Mark Patterson runs the platform connecting millions of people to skills and jobs, and he shows leaders exactly what's changing, what it means for their people, and what to do next.

FULL BIO

The Future of Work Isn't Coming. It's Already Here.

Artificial intelligence is changing how we work. Skills that were valuable five years ago are being redefined. Organizations are rethinking how they attract, develop, and retain talent. And leaders across virtually every industry are facing the same question: How do we prepare our people and our organizations for a future that's changing faster than we can predict?

Mark Patterson is helping organizations answer that question.

He doesn't study the future of work from a distance. He runs one of the systems shaping it. Magnet, housed at Toronto Metropolitan University, built a platform that connects millions of people across talent, industry, education and training, and Mark sits where employers, educators and governments meet to decide what work looks like next.

That vantage point has made him a sought-after voice from Toronto to the world: the Globe and Mail and Future Skills Centre's A Future Built on Skills, the Ontario Economic Summit, Cannexus, the National Workforce Development Summit, the Future Talent Council in Mexico City and Malta, and NYU's Future Talent Forum in Abu Dhabi.

As Executive Director of Magnet at Toronto Metropolitan University, Mark works at the intersection of technology, talent, education, and business, helping employers and industry partners navigate the forces reshaping the workforce.

His work spans AI adoption, workforce innovation, skills development, productivity, and the changing relationship between people and technology. Through Magnet's partnerships and initiatives, he brings a practical understanding of the challenges organizations face as they prepare for what's next.

What makes Mark's perspective especially valuable is his ability to connect the bigger picture to the realities facing organizations today.

He understands that the future of work isn't simply about adopting new technologies. It's about rethinking how we lead, how we learn, how we develop talent, and how we create organizations capable of adapting to continuous change.

Whether addressing business leaders, employees, professional associations, educators, or industry executives, Mark makes complex changes understandable, relevant, and actionable.

His presentations offer a grounded, optimistic perspective on the future, challenging audiences to think differently about AI, innovation, and the human capabilities that will matter most in the years ahead. Inspiring without the hype. No recycled decks. Audiences leave with clarity, momentum and a plan they can act on.

Mark can also tailor presentations, executive briefings, and fireside conversations around: Productivity, Competitiveness & Innovation · The Human Advantage in an AI World · Lifelong Learning & Upskilling · The Skills-First Workforce · Workforce Development & Talent Pipelines · Collaboration & Systems Change.

Speaking formats: Keynotes · Fireside Chats · Executive Briefings · Leadership Retreats · Panels · Moderated Conversations · Virtual Presentations. Every presentation can be tailored to the audience's industry, workforce challenges, and strategic priorities.

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SIGNATURE KEYNOTES

The Future of Work Is Already Here: AI, People & the Next Era of Business

Artificial intelligence isn't just changing the tools we use. It's changing the nature of work itself.

Across every industry, AI is beginning to reshape how decisions are made, how services are delivered, how teams operate, and what organizations need from their people. For leaders, the challenge is no longer simply understanding what AI can do. It's understanding what it means for their business, their workforce, and their ability to remain competitive.

Which jobs will change? What skills will become more valuable? How should organizations prepare employees for work that looks fundamentally different from what they've known? And how can leaders embrace AI without losing the human judgment, creativity, and relationships that make organizations successful?

Drawing on his work in workforce innovation and technology adoption, Mark Patterson explores the forces transforming the world of work and what organizations can do to prepare. He moves beyond the headlines and hype to examine how AI is changing roles, redefining skills, creating opportunities, and challenging long-held assumptions about productivity and performance.

Importantly, Mark makes the case that the future isn't simply about humans competing with machines. It's about understanding how people and technology can work together to achieve things neither could accomplish alone.

Audiences will explore:

— How AI is reshaping jobs, industries, and the skills organizations need.
— What leaders should be thinking about as AI becomes part of everyday work.
— Why human capabilities such as judgment, adaptability, creativity, and critical thinking are becoming more important.
— How to build a workforce that is confident, capable, and ready to embrace new technology.
— Where organizations can find opportunities for innovation, productivity, and growth.

The takeaway: A clearer understanding of what's changing, what it means for your organization, and how to prepare your people for the next era of work.

Built for What's Next: Leading People & Organizations Through Constant Change

Change used to be something organizations managed. Today, it's something they have to be built for.

New technologies, evolving employee expectations, shifting skill requirements, economic uncertainty, and changing business models are challenging organizations to adapt at an unprecedented pace. And while the forces driving change may look different from one industry to another, the challenge facing leaders is remarkably similar: How do you prepare people for a future you can't fully predict?

Mark Patterson believes that organizations need to move beyond simply responding to disruption and start building the capabilities that allow them to adapt continuously. In this engaging and forward-looking keynote, Mark explores what it takes to create a workforce and workplace capable of navigating uncertainty, embracing innovation, and finding opportunity in change.

He examines why traditional approaches to workforce development and organizational transformation often struggle to keep pace, and why adaptability, trust, collaboration, and continuous learning are becoming essential to long-term success. Rather than treating change as something to fear or endure, Mark challenges audiences to see it as an opportunity to rethink how they work, lead, and grow.

Audiences will explore:

— Why the pace of change is challenging traditional approaches to leadership and business.
— How to help employees navigate uncertainty and develop confidence in what's next.
— The importance of adaptability, continuous learning, and a willingness to experiment.
— How leaders can create cultures that encourage innovation rather than resist it.
— Why organizations that invest in their people will be better positioned to navigate technological disruption.

The takeaway: A fresh perspective on leading through uncertainty and building an organization that's prepared not just for the next change, but for continuous change.

The Workforce of Tomorrow: Skills, Talent & the Changing World of Work

The talent challenges organizations face today are only the beginning of a much bigger workforce transformation.

Across industries, employers are grappling with skills shortages, changing employee expectations, new technologies, and growing pressure to attract and retain the people they need. At the same time, AI and automation are transforming existing roles and creating demand for capabilities that many organizations have yet to develop.

So what will the workforce of tomorrow actually look like? Which skills will matter most? How should employers rethink recruitment, training, and career development? And what can organizations do today to ensure they have the talent they need tomorrow?

Through his leadership at Magnet, Mark works with employers, educators, and industry partners to better connect talent with opportunity and address the workforce challenges shaping Canada's economy. In this keynote, he examines the changing nature of skills, the evolution of career pathways, and why the organizations that succeed will be those that rethink how they identify, develop, and invest in human potential.

From the growing importance of transferable skills to the need for lifelong learning, Mark offers a practical look at what workforce readiness really means in an era of rapid technological change.

Audiences will explore:

— The major forces reshaping talent, employment, and workforce expectations.
— How AI is changing the skills organizations need and the roles people perform.
— Why traditional approaches to hiring, credentials, and professional development may need to evolve.
— The growing importance of transferable skills, adaptability, and continuous learning.
— How organizations can strengthen their talent pipelines and prepare employees for emerging opportunities.
— Why collaboration between employers, educators, and industry partners matters.

The takeaway: A clearer understanding of tomorrow's workforce and practical considerations for attracting, developing, and retaining the talent organizations will need.

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Original high-resolution color files are included alongside this PDF in the ZIP download.



PORTRAIT



STAGE

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Full digital profile, video reel, and additional press-kit assets: **spokenartists.com/speakers/mark-patterson**