



**Anthony VADE** BA, *ditMBA*, CED+

Chief Innovation Officer and Co-Founder

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### **SHORT FORM BIO (RECOMMENDED INTRODUCTION):**

Anthony Vade is an inspiring facilitator, award-winning experience designer, author, and artist. He helps diverse teams from corporate, association, and nonprofit organizations unlock their collaborative potential. By championing adaptability, resilience, and structured collaboration, he guides organizations through immersive experiences that truly engage people and drive real, positive change.

### **LONG FORM BIO:**

Anthony Vade brings three decades of expertise in creating meaningful and memorable connections between businesses and their stakeholders, and in guiding teams to develop their collaborative skills, enabling them to march bravely towards the forefront of strategic innovation.

He has collaborated with Fortune 50 corporations, including world-leading technology, hospitality, and production companies, designing and executing transformative workshops, innovation projects, and large-scale conferences that push the boundaries of traditional business engagement.

His team-based approach, grounded in human-centric design methodologies and a relentless focus on outcome-driven ideation, has earned him global acclaim for contributions to award-winning programs in leadership immersive experiences, brand activations, and collaborative events.

Born and raised in Australia and now based in Toronto, Canada, Anthony brings a global perspective to his work, infusing it with a unique blend of cultural insights and innovative thinking.

Anthony's academic foundation in media and communications, human behavior, and evolutionary psychology, coupled with his extensive certifications in Event Design, Design Thinking Methodologies, and Business Innovation, positions him as a multidisciplinary at the intersection of experience design and strategic business development.

Anthony's thought leadership extends beyond practice; he is a published author and contributor to multiple business books on experience design, fundraising, and organizational management. His insights are frequently sought after for industry publications, podcasts, and global keynote speaking engagements. His commitment to

industry advancement is evident in his educational contributions to prestigious institutions such as Stanford University and his active involvement with professional associations including MPI, PCMA, and ILEA.

At Strategy Table, Anthony leverages his expertise to empower organizations with innovative design strategies, equipping teams and leaders with the tools and mindsets necessary to craft impactful moments that yield tangible returns on experience.

His ability to seamlessly integrate cutting-edge technologies like Augmented Reality and Immersive Tech into strategic business frameworks exemplifies his forward-thinking approach to solving complex organizational challenges. Anthony's career stands as a testament to the transformative power of innovative thinking and collaborative approaches in the ever-evolving landscape of global business strategy and experience design.

**Workshop and Presentation Options:**

- Overcoming Cognitive Bias By Design
- Talking About Change and Innovation
- The Innovator's Lifespan
- Collaborative Decision Making - Avoiding the committee of compromise
- Creative Problem Solving as a Practice
- Finding Possibilities - Your team's mindset for innovation
- Evolving Systems - How biology can lead innovation

*More topics available upon request*