

# Brian Ferguson



Brian Ferguson has spent his career working in high-performance organizations, learning from leaders and decision-makers in national security, the military, and technology. He has used those experiences to build Arena Labs, a company pioneering the field of High Performance Medicine®. Arena Labs uses state-of-the-art training and technology solutions to bring the science of peak performance, creative mastery, and elite teams to modern healthcare and surgical teams.

Brian is also a Partner + Co-Founder of the Liminal Collective, a unique company human performance focused company “enabling humanity’s boldest endeavors.” Liminal is currently working in civilian space travel, deep sea exploration, and the science of creativity.

Before founding Arena Labs + Liminal Collective, Brian served in military special operations where he deployed to Afghanistan and various parts of the Middle East. Aside from his duties at the tactical level, he worked with senior leaders to understand the impact of accelerating technology on the modern battlefield. He built and directed the first innovation cell in undersea special operations, focused on human performance and emerging technology.

Prior to joining the military, he was a Presidential Appointee in the Office of the Secretary of Defense, focusing on US national security & defense policy-making. Early in his career, Brian worked in the White House managing Intergovernmental Relations for the Drug Czar, and founded The Global Trends Group, a political and economic risk analysis firm. Brian served on faculty at Singularity University in Silicon Valley where he worked with Fortune 500 leaders on challenges related to exponential technology and change.

Brian also co-chairs the Limits of Human Performance symposia at the Santa Fe Institute on Complexity and is a member of the Council on Foreign Relations. He received an MSc from The London School of Economics. He serves on the Boards of GenNext, Seatrec, and The Honor Foundation. He and his wife Lindsay recently returned to Cleveland, Ohio with their 18-month old daughter Wynnen Valentine.