



New York Times Bestselling Author and Leading Organizational Psychologist Adam Grant to Headline bbcon 2025 Tech Conference

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Conference Session Lineup Is Now Live with 100+ Inspiring Sessions for Social Impact Professionals

CHARLESTON, S.C., June 24, 2025 /PRNewswire/ -- Blackbaud (NASDAQ: BLKB), the leading provider of software for powering social impact, today announced that Adam Grant will join the mainstage for a keynote conversation at [bbcon 2025](#), Blackbaud's annual tech conference, taking place October 6-8 in Philadelphia.



"We are honored to welcome Adam Grant to bbcon this year," said Catherine LaCour, chief marketing officer, Blackbaud. "As one of the world's most influential thinkers on leadership, motivation, and human potential, Adam brings a rare blend of insight, research, and inspiration. Our global community of changemakers will gain invaluable perspectives from his work, and I'm thrilled for attendees to experience his transformative ideas firsthand."

Grant is a renowned organizational psychologist, #1 New York Times bestselling author, and Wharton's top-rated professor for seven consecutive years. He explores motivation, generosity, and the science of rethinking. His six bestselling books have sold millions of copies in 45 languages. Grant hosts the TED podcasts Re:Thinking and WorkLife, with over 90 million downloads, and his TED talks have garnered more than 35 million views. A trusted advisor to organizations like Google, the NBA, and the Gates Foundation, he also writes for the New York Times and serves on the Pentagon's Defense Innovation Board. With over 10 million social media followers, Grant continues to shape the future of work and leadership through his research, teaching, and public engagement.

This year's bbcon event will welcome thousands of Blackbaud users and those interested in learning more about how to use Blackbaud's software to fuel their social impact. Attendees will have the opportunity to enhance their skills, make valuable connections across Blackbaud's customer community, and hear from Blackbaud leaders on what's coming next in innovation. In addition, bbcon's full session lineup is [now available](#), with 100+ powerhouse sessions led by industry experts and Blackbaud leaders, as well as preconference workshops for product training and developers of all levels.

Get more information and register at [bbconference.com](#). Early bird pricing ends July 8. A free, virtual pass is also available.

About Blackbaud

[Blackbaud](#) (NASDAQ: BLKB) is the leading software provider exclusively dedicated to powering social impact. Serving the nonprofit and education sectors, companies committed to social responsibility and individual change makers, Blackbaud's essential software is built to accelerate impact in fundraising, nonprofit financial management, digital giving, grantmaking, corporate social responsibility and education management. With millions of users and over \$100 billion raised, granted or managed through Blackbaud platforms every year, Blackbaud's solutions are unleashing the potential of the people and organizations who change the world. Blackbaud has been named to Newsweek's list of America's Most Responsible Companies, Quartz's list of Best Companies for Remote Workers, and Forbes' list of America's Best Employers. A remote-first company, Blackbaud has operations

in the United States, Australia, Canada, Costa Rica, India and the United Kingdom, supporting users in 100+ countries. Learn more at www.blackbaud.com or follow us on [X/Twitter](#), [LinkedIn](#), [Instagram](#) and [Facebook](#).


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Forward-looking Statements

Except for historical information, all of the statements, expectations, and assumptions contained in this news release are forward-looking statements that involve a number of risks and uncertainties, including statements regarding expected benefits of products and product features. Although Blackbaud attempts to be accurate in making these forward-looking statements, it is possible that future circumstances might differ from the assumptions on which such statements are based. In addition, other important factors that could cause results to differ materially include the following: general economic risks; uncertainty regarding increased business and renewals from existing customers; continued success in sales growth; management of integration of acquired companies and other risks associated with acquisitions; risks associated with successful implementation of multiple integrated software products; the ability to attract and retain key personnel; risks associated with management of growth; lengthy sales and implementation cycles, particularly in larger organization; technological changes that make our products and services less competitive; and the other risk factors set forth from time to time in the SEC filings for Blackbaud, copies of which are available free of charge at the SEC's website at www.sec.gov or upon request from Blackbaud's investor relations department. All Blackbaud product names appearing herein are trademarks or registered trademarks of Blackbaud, Inc.

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