



Gerd Leonhard is the co-author of the best-selling book "The Future of Music" (2005), and the author of "The End of Control," "Music 2.0," "Friction is Fiction", and "The Future of Content" (2011, Kindle-only). His upcoming Kindle-single series on the most important issues facing humanity in the next 5 years will debut in mid-2013. Gerd is also the host of TheFutureShow and MeetingOfTheMinds.tv, as well as the Founder of GreenFuturists (a high-level group of leading futurists with a focus on developing sustainable business models).

Gerd Leonhard is considered a leading voice on a wide range of topics including next-generation digital business models, the opportunities and challenges of a networked society, a sustainable business and cultural ecology, social media and communications, TV / film, radio and broadcasting futures, mobile content and commerce, innovation, leadership and entrepreneurship, consumer trends, human-machine futures and AI, big data and automation, next-generation advertising, marketing and branding, and the development of 'green futures' scenarios. In 2006, *The Wall Street Journal* called Gerd 'one of the leading Media Futurists in the World'.

Gerd's keynotes, speeches and presentations are renowned for their hard-hitting and provocative yet inspiring and personal motivational style. With over 1'500 engagements in 50+ countries since 2001, Gerd has addressed over 300'000 executives and professionals, and is highly regarded as a global influencer. His diverse client list of over 100 companies includes Unilever, Lloyds Bank, WWF, YouTube, Nokia, The Guardian, Google, Sony, Telkom Indonesia, Siemens, RTL, ITV, BBC, France Telecom, Orange, Deutsche Telekom, MTN, The Financial Times, DDB, Ogilv...

Testimonials

“ Head of Communications and External Affairs “Gerd Leonhard is an exceptional speaker with a brilliant insight into our shared future. Gerd recently took up my offer to speak as the closing keynote of the Consumers International World Congress, where he delivered one of the most memorable speeches the global consumer movement has ever received. The clarity of his vision of a networked future, and the compelling way in which he delivers that vision provided a fitting climax to the event - one which consumer leaders from across the world thoroughly appreciated.” ”

- Consumers International.

“ Director, Footprint “WWF International staff had the pleasure of listening to Gerd as a keynote speaker during the 2013 Learning Week this week - when he addressed the topic of moving “From conversation to conservation action”. I know that everyone in the audience found Gerd to be inspiring, informative and challenging, and wanting more. Delivered in a punchy and dynamic “TED” style, Gerd’s talk catalysed much discussion after the talk, and since, and generated a thirst for further interaction. I, for one, am looking forward to further opportunities to hear his thoughts on moving “from ego to eco.” ”

- WWF.

Gerd Leonhard

Speech Topics

- Technology
- Social Media
- Personal Growth
- Marketing
- Disruption
- Branding



