



## Noreena Hertz

**Decision-Making Guru & Renowned Economist**

*"Now is the time to face the world with eyes wide open."*

Noreena Hertz is a renowned thought leader and economist with an impressive track record in predicting global trends. As a global economist, whose work intersects the nexus of economics, technology, politics and society, and a pioneering and renowned thinker on ESG, the post-millennial generation and community building – Noreena also advises some of the largest organisations and most senior leaders in the world on strategy and transformation.

### TOPICS:

- Generation K: How to Engage the Next Generation of Consumers and Employees
- How to Make Smart Decisions in a Complex World
- From Brexit to Trump: Managing the New Geopolitical and Economic Landscape
- The Robots are Coming
- The Age of Radical Uncertainty
- The Future of Work
- Triumphing in the post Covid, post Global, High Inflation, Hybrid World

### IN DETAIL:

Previously she was ITV News' Economics Editor where she led ITV's economics coverage. She has given Keynote speeches at TED, The World Economic Forum and Google Zeitgeist sharing platforms with President Bill Clinton, James Wolfensohn and David Beckham amongst others. Noreena's thinking was the inspiration for Product (RED), which has raised hundreds of millions of dollars for the fight against HIV/AIDS in Africa. Most recently she has been exploring the world of today's teenagers, who she has coined "Generation K", with articles published in the UK, US, Europe and China. Noreena has a PhD from Cambridge University and an MBA from the Wharton School of the University of Pennsylvania. She is a Visiting Professor at University College London.

### WHAT SHE OFFERS YOU:

Her thoughtfully tailored keynote speeches combine a deep analytical understanding of global trends, threats and opportunities with practical solutions for how to make smarter decisions in a complex world.

### LANGUAGES:

She presents in English.

### PUBLICATIONS:

2013 Eyes Wide Open: How to Make Smart Decisions in a Confusing World

2005 IOU: The Debt Threat and Why We Must Defuse It

2002 The Silent Takeover: Global Capitalism and the Death of Democracy

2021 The Lonely Century

### HOW SHE PRESENTS:

Noreena's inspirational talks leave the audience with a clearer vision for the future, arming them with better strategies that can prepare an organisation for the future.

