



Aljan De Boer

Most organisations can gather data on customer behaviour. Far fewer can explain why it is changing – or what it will demand of their brand in three years. Sociocultural shifts, from generational realignment to the psychological fallout of sustained economic pressure, are reshaping what customers trust, what employees expect, and what growth models can still hold. Organisations that mistake these shifts for short-term noise are making strategic decisions on a map that no longer matches the terrain.

Aljan de Boer, Head of Inspiration at TrendsActive and Community Director at the Institute for Real Growth, helps commercial and marketing leaders translate sociocultural change into brand strategy and growth decisions grounded in social science research.

Aljan De Boer's 2026 Biography

AVAILABLE FOR

- Speaking

Why organisations work with Aljan de Boer

ALJAN'S SPEAKING THEMES

- Behavioural Economics
- Business Strategy & Growth
- Customer Experience & Marketing
- ESG Strategy
- Future of Work
- Geopolitics
- Scenario Planning & Strategic Foresight

- **A structured research model, not trend commentary.**

TrendsActive's trend model draws on two decades of social science research – psychology, sociology, anthropology – to convert cultural signals into strategic implications. Audiences receive a framework, not a list of observations.

- **Direct access to what 400+ CMOs are actually doing.** As Community Director at the Institute for Real Growth, de Boer works inside a practitioner network of senior marketing leaders navigating the same pressures he describes. His insight is tested against real decisions, not desk research.
- **The IRG Growth and Impact Studies as evidence base.** His talk on humanized growth draws on two large-scale global studies produced by IRG in partnership with the Saïd Business School, University of Oxford – giving commercial teams a peer-reviewed foundation for strategies that go beyond shareholder primacy.
- **Translation from complexity to commercial action.** Where other trend speakers describe what is happening, de Boer's focus is on what organisations should do about it – specifically for brand strategy, customer understanding, and growth planning at C-suite level.
- **Named-brand consulting experience behind the research.** TrendsActive's client list includes Disney, Vodafone, and Hugo Boss – organisations where the same analytical approach has been stress-tested against real strategic choices.

LANGUAGES: English

Biography highlights

- Head of Inspiration, TrendsActive – Netherlands-based trend consultancy applying social science to brand and business strategy

- Community Director, Institute for Real Growth – leads CMO leadership programme and connects a global community of 400+ senior marketing leaders
- IRG Impact Study, produced in partnership with Saïd Business School, University of Oxford – foundational research underpinning his humanized growth framework
- Board member, Dutch Platform of Innovative Marketing, for close to a decade
- Regular speaker and moderator, Dutch Marketing Awards; three-time winner, Best of MIE
- Senior Lecturer (Hoofddocent), Iris Academy; advisory and teaching roles in marketing and trends

Biography

Brands lose relevance not because their products deteriorate, but because the people they serve quietly change around them. Aljan de Boer has spent the past two decades helping commercial leaders see that shift before it becomes a crisis – using social science, not sentiment analysis, as the primary instrument.

As Head of Inspiration at TrendsActive, de Boer works with a methodology that draws on psychology, sociology, and anthropology to decode fundamental changes in how people think, trust, and make decisions. The consultancy’s client list runs to major international brands across consumer, financial services, and technology sectors. Its trend model is designed not to describe what is fashionable but to identify what is structurally different about the human context organisations are operating in.

Alongside his work at TrendsActive, de Boer serves as Community Director at the Institute for Real Growth, where he leads a global CMO leadership programme and connects a practitioner network of more than 400 senior marketing leaders. The IRG’s work – including its Growth and Impact Studies, developed in partnership with the Saïd Business School at the University of Oxford – provides the empirical backbone for his argument that durable commercial growth requires creating value for colleagues, customers, communities, and capital markets simultaneously. He calls this humanized growth; the research quantifies why it outperforms narrower models.

The result is a speaker who brings an evidence base to questions that typically attract only opinion: what is actually changing in consumer behaviour, why geopolitical and generational pressure shifts brand expectations at a structural level, and what a marketing or commercial leadership team should concretely do next.

Key speaking topics

- Sociocultural trends and brand strategy
- Humanized growth and multi-stakeholder value creation
- Consumer behaviour under economic and geopolitical pressure
- Generation Z and generational change
- Future-proofing organisations through social science
- ESG and sustainability as commercial strategy
- The polycrisis and its implications for business

Ideal for

- CMOs and senior marketing leadership teams
- Chief Commercial Officers and growth strategy leaders
- Executive committees preparing for medium-term strategic planning
- Corporate conference programmes focused on brand relevance, customer strategy, or commercial resilience

Audience outcomes

- A structured framework for identifying which sociocultural shifts are commercially significant, and which are noise
- Clearer understanding of the specific psychological, sociological, and generational forces reshaping customer and employee expectations
- Language and evidence for making the case internally for human-centred growth strategies, grounded in the IRG research base
- Sharper perspective on what Generation Z's formative context – climate anxiety, political polarisation, pandemic – means for brand and product strategy
- A practical lens for translating societal complexity into near-term decisions on brand positioning, customer engagement, and organisational priorities

Aljan De Boer's 2026 talks & topics

Humanizing Growth

Draws on the IRG Growth Study and IRG Impact Study – produced in partnership with the Saïd Business School, University of Oxford – to present a data-backed blueprint for driving commercial growth that creates value for colleagues, customers, communities, and capital markets.

Key takeaways:

- A clear model for multi-stakeholder value creation, moving beyond shareholder primacy without sacrificing commercial rigour
- Evidence-based case for why humanized growth outperforms conventional growth strategies in complexity
- Practical guidance for CMOs and senior leaders on shifting organisational focus toward genuine human centricity

Decoding the World: Trends and Strategies for Future-Proofing Your Business

Uses over two decades of sociocultural research from TrendsActive's trend model to help leadership teams read emerging shifts – tailored to sector and brand context – before those shifts become disruptions.

Key takeaways:

- How to distinguish fundamental sociocultural shifts from transient trends using a social science framework
- The specific consumer and employee behaviours that signal deeper structural change in values and expectations
- A strategic lens organisations can apply to anticipate – rather than react to – shifts in how people think, buy, and behave

Navigating the Polycrisis

Reframes the compounding pressures of climate disruption, geopolitical conflict, and social fragmentation as a navigable landscape, helping organisations understand the human context well enough to find commercial and societal opportunity within it.

Key takeaways:

- Why social division and ecological pressure are interconnected challenges demanding a coherent organisational response
- How to identify the needs, fears, and aspirations that polycrisis conditions create – and what these mean for brand and business strategy
- Practical framing for leadership teams on defining the role of their organisation in a divided and pressured world

Aljan De Boer's 2026 speaking fees

Specific fees fall within the ranges shown. These are presented as a guide only and are subject to change without notice.

	EUR	GBP	USD
Home Country	Under €12000	Under £10,000	Under \$15000
Asia Pacific	Under €12000	Under £10,000	Under \$15000
Europe	Under €12000	Under £10,000	Under \$15000
Middle East & Africa	Under €12000	Under £10,000	Under \$15000
South America	Under €12000	Under £10,000	Under \$15000
United Kingdom	Under €12000	Under £10,000	Under \$15000
US East Coast	Under €12000	Under £10,000	Under \$15000
US West Coast	Under €12000	Under £10,000	Under \$15000

Virtual	Under €12000	Under £10,000	Under \$15000
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