



Bill Emmott

AUTHOR · JOURNALIST

Boards are making consequential decisions – on investment, supply chains, market exposure, and partnerships – in a geopolitical environment that no longer follows the rules they were trained to read. The separation between geopolitics and business strategy, always convenient, is now actively dangerous. Organisations that treat great-power competition as background noise are not being cautious; they are being blind.

Bill Emmott – former Editor-in-Chief of *The Economist* and former Chairman of the International Institute for Strategic Studies – helps boards and senior leadership teams understand how the breakdown of the liberal international order translates into concrete strategic risk.

Bill Emmott's 2026 Biography

Why organisations work with Bill Emmott

- His 13 years editing *The Economist* – during which global circulation roughly doubled – produced a practitioner's discipline in making geopolitical complexity legible to business audiences without simplifying it away.
- His 2024 IISS Adelphi book on Taiwan develops a specific deterrence framework for US-China conflict risk, giving boards a tested analytical vocabulary for the most consequential near-term geopolitical scenario they face.
- His argument in *The Fate of the West* (2017) – that the democratic world's greatest threat is institutional self-erosion, not external aggression – anticipated a political dynamic that organisations are now managing in real time.
- Three decades of specialist focus on Japan, Asia, Italy, and European political economy means he does not speak generically about geopolitics; he speaks about specific countries, specific pressures, and specific trajectories.
- As Senior Adviser, Geopolitics at Montrose Associates, he works at the intersection of intelligence and executive decision-making – his analysis is applied, not academic.

Biography highlights

- Editor-in-Chief, *The Economist*, 1993–2006; under his editorship global circulation approximately doubled to over one million
- Chairman of the Trustees, International Institute for Strategic Studies (IISS), 2010–2025
- Author of 15 books on Japan, Asia, Italy, and the 20th century; latest

AVAILABLE FOR

- After Dinner Engagement
- Consultancy
- Panel Participation
- Speaking

BILL'S SPEAKING THEMES

- Business Strategy & Growth
- Economic Trends & Global Markets
- Geopolitics
- Political Risk & Policy
- Risk Management
- Scenario Planning & Strategic Foresight

LANGUAGES: English

published by IISS/Routledge (2024)

- Gerald Loeb Lifetime Achievement Award for excellence in business journalism, 2009 (UCLA Anderson School)
- Order of the Rising Sun, Gold Rays with Neck Ribbon, awarded by the Japanese government, 2016
- Regular columnist: La Stampa, Nikkei Business, Mainichi Shimbun, Project Syndicate; contributor to the Financial Times
- First-class honours, Philosophy, Politics and Economics, Magdalen College, Oxford; Honorary Fellow, Magdalen College
- Ushioda Fellow, Tokyo College, University of Tokyo; visiting fellow at All Souls College and Blavatnik School of Government, Oxford

Biography

Geopolitics became a boardroom word long before most boards knew how to use it. Bill Emmott spent 13 years at the helm of *The Economist* – the period in which it doubled its global circulation – developing the discipline of making the world’s structural shifts legible to decision-makers under deadline. That combination of editorial rigour and strategic directness is what he now brings to executive and board audiences.

His most recent book, *Deterrence, Diplomacy and the Risk of Conflict over Taiwan* (IISS/Routledge, 2024), builds a specific analytical framework for the US-China scenario that organisations cite most often as an unquantified risk. His earlier work, *The Fate of the West* (2017), argued that liberal democracies are more threatened by institutional decay from within than by external pressure – a thesis that has moved from provocative to plainly descriptive in the years since.

Emmott’s specialist geography sets him apart from generalist geopolitics commentators. Three decades of work on Japan, Asia, and European political economy – including a Japanese government honour for contributions to UK-Japan relations – gives him granular fluency in precisely the regions where organisations most need specific, rather than broad-brush, risk analysis.

Outside writing and speaking, he served as Chairman of IISS Trustees for 15 years, advised Swiss Re’s senior panel for 13 years, and currently acts as Senior Adviser, Geopolitics at Montrose Associates. The accumulated perspective is that of someone who has analysed geopolitical risk not only for public audiences, but for the institutions charged with managing it.

Key speaking topics

- Great-power competition and the US-China relationship
- Indo-Pacific security and the Taiwan risk scenario
- The fragility of the liberal international order
- Geopolitical risk and corporate strategy
- Japan, Asia, and the shifting balance of economic power
- European political economy and the future of the EU
- Business decision-making under geopolitical uncertainty

Ideal for

- Boards and C-suites assessing geopolitical exposure in investment, supply chain, or market strategy decisions
- Chief Strategy Officers and Chief Risk Officers navigating great-power competition
- Financial services and insurance sector leadership (experience advising

Swiss Re; expertise in macro and political risk)

- Government affairs, policy, and public affairs leadership teams requiring analysis of Western institutional trends

Audience outcomes

- A clearer analytical framework for distinguishing genuine geopolitical risk from background noise, applicable to specific business decisions
- A grounded understanding of the US-China-Taiwan scenario and the deterrence logic that shapes it – beyond media headlines
- A historically informed perspective on why Western institutional resilience matters to business, and where it is most under pressure
- Specific insight into Japan and Asia's economic and political trajectories, relevant to market-entry, partnership, and investment decisions
- The vocabulary to communicate geopolitical risk credibly inside an organisation – to boards, investors, and regulators

Bill Emmott's 2026 talks & topics

What We Know, and Don't Know, About the New Geopolitical and Geoeconomic Order

Delivers a structured assessment of the fractures in the current world order and the specific uncertainties that matter most for business strategy.

Key takeaways:

- The distinction between structural geopolitical shifts and cyclical political noise, and why conflating them produces bad decisions
- Where the rules of the post-1945 order still hold, where they are bending, and where they have broken
- A framework for embedding geopolitical uncertainty into strategic planning without paralysis

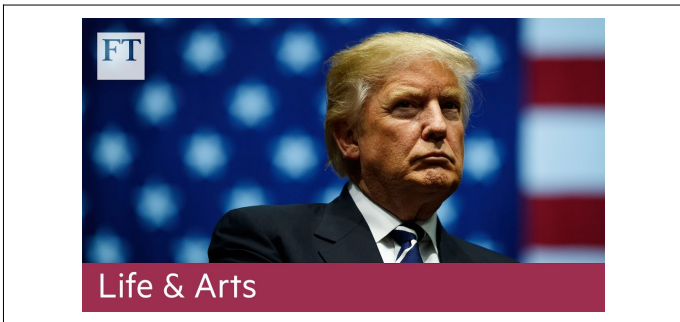
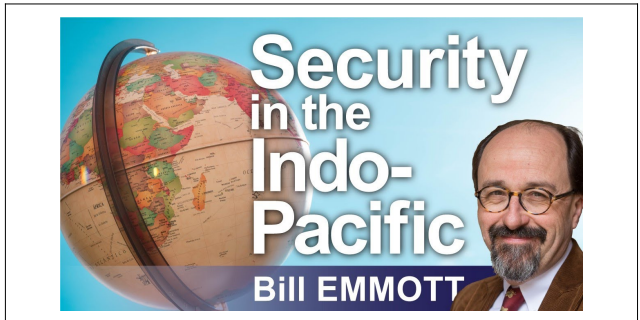
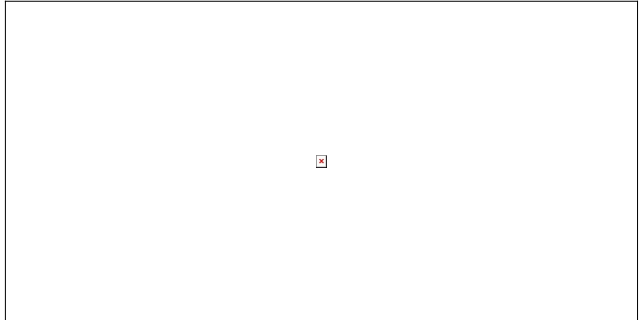
Corporate Strategy in a World of Radical Uncertainty

Examines how organisations can build strategic coherence when the geopolitical environment resists stable forecasting.

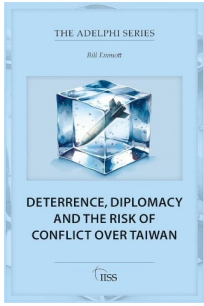
Key takeaways:

- Why scenario planning built on single-country expertise consistently outperforms generic global risk assessments
- The specific pressure points – Taiwan, European cohesion, US institutional reliability – that should be stress-tested in any serious strategy review
- How leading organisations are redesigning their geopolitical risk function rather than outsourcing it to consultants

Bill Emmott's Videos



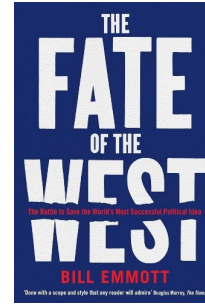
BILL'S LATEST BOOKS



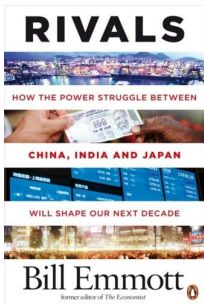
Deterrence, Diplomacy and the Risk of Conflict Over Taiwan (Adelphi series)



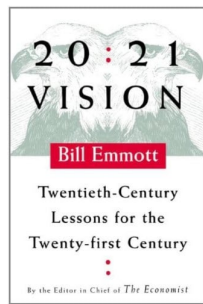
Japan's Far More Female Future: Increasing Gender Equality and Reducing Workplace Insecurity Will Make Japan Stronger



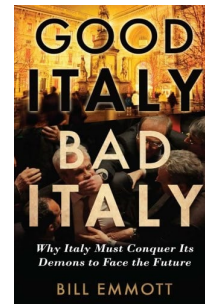
The Fate of the West: The Battle to Save the World's Most Successful Political Idea



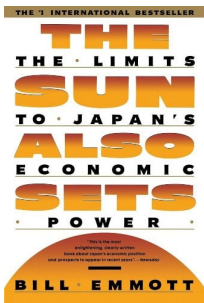
Rivals: How the power struggle between China, India and Japan will shape our next decade



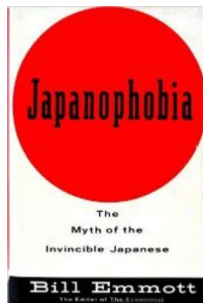
20 : 21 Vision: Twentieth-Century Lessons for the Twenty-First Century



Good Italy, Bad Italy: Why Italy Must Conquer Its Demons to Face the Future



Sun Also Sets: Limits to Japan's Economic Power: THE Limits To Japan's Economic Power



Japanophobia: The Myth of the Invincible Japanese

Bill Emmott'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
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Home Country	Under €12000	Under £10,000	Under \$15000
Asia Pacific	€12000 to €40000	£10,001 - £35,000	\$15000 - \$50000
Europe	€12000 to €40000	£10,001 - £35,000	\$15000 - \$50000
Middle East & Africa	€12000 to €40000	£10,001 - £35,000	\$15000 - \$50000
South America	€12000 to €40000	£10,001 - £35,000	\$15000 - \$50000
United Kingdom	€12000 to €40000	£10,001 - £35,000	\$15000 - \$50000
US East Coast	€12000 to €40000	£10,001 - £35,000	\$15000 - \$50000
US West Coast	€12000 to €40000	£10,001 - £35,000	\$15000 - \$50000
Virtual	Under €12000	Under £10,000	Under \$15000