



Daniel Thorniley

ECONOMIST

Multinationals with exposure to Central and Eastern Europe, Russia, the CIS and the wider MEA region are making capital and hiring decisions against a political backdrop that resets every quarter. Most corporate planning cycles are not built for that speed, and most regional leadership teams are left translating macro headlines into practical guidance for headquarters on their own. The question on the table is rarely what is happening; it is what to do about it next quarter.

Daniel Thorniley is an economist who advises multinational boards and regional leadership teams on how to run and grow their businesses across Central and Eastern Europe, the CIS, the Middle East and Africa.

Daniel Thorniley's 2026 Biography

Why organisations work with Daniel Thorniley

- He has spent more than three decades inside the operational reality of CEEMEA business, first as Senior Vice President at The Economist Group in Vienna for 23 years, now as President of DT-Global Business Consulting.
- The intelligence is primary, not secondary. Through DT-Global and the CEEMEA Business Group, he convenes a standing network of country managers and regional executives from multinationals across the region, which means briefings are grounded in what operators are actually seeing.
- He translates political and macroeconomic shifts into commercial decisions: pricing, distribution, partnerships, headcount, capex. Regional MDs can use the output the week they hear it.
- Oxford-trained in Soviet political economy with a doctorate, and co-author of "Emerging Markets: Lessons for Business Success" (Profile Books, The Economist series), so the regional judgement is backed by published work and academic credentials, not just consultancy experience.
- Non-executive member of the Global Advisory Board of AECOM, with long-standing advisory relationships across major European and US corporations. He is used to speaking in the idiom of the board.

Biography highlights

- Oxford University: BA, diploma and doctorate in Soviet political economy.
- Senior Vice President and Senior Consultant, The Economist Group, Vienna office, for 23 years.
- Founder and President, DT-Global Business Consulting GmbH, Vienna.

AVAILABLE FOR

- Consultancy
- Moderating and Emcee
- Panel Participation
- Speaking

DANIEL'S SPEAKING THEMES

- Business Strategy & Growth
- Economic Forecasting
- Economic Trends & Global Markets
- Geopolitics
- Political Risk & Policy
- Risk Management

LANGUAGES: English

- Co-founder, CEEMEA Business Group, an advisory network for regional executives operating across Central and Eastern Europe, the Middle East and Africa.
- Co-author, “Emerging Markets: Lessons for Business Success and the Outlook for Different Markets” (Profile Books / The Economist, 2004) with Nenad Pacek; author of a Palgrave Macmillan study on Soviet rural political economy.
- Member, Global Advisory Board, AECOM. Has briefed audiences including NATO, the United Nations, and corporate clients such as Coca-Cola, Procter and Gamble, Ernst and Young, Robert Bosch and Raiffeisen.

Biography

CEEMEA markets do not reward general-purpose economic commentary. A multinational running operations across Poland, Turkey, the Gulf, South Africa and, until recently, Russia needs someone who can say what the next two quarters look like in each of those environments and what to do about it. That is the gap Thorniley has built his career around.

For 23 years he was Senior Vice President and Senior Consultant at The Economist Group in Vienna, covering global corporate trends and emerging markets. When the Vienna office closed in 2008, he founded DT-Global Business Consulting and co-founded the CEEMEA Business Group. Both serve the same buyer: a regional executive or board member who needs primary-source intelligence on CEE, CIS and MEA, not a repackaged macro report.

The distinctive asset is the network. DT-Global and CEEMEA Business Group convene country managers and senior executives from multinationals with a regional presence, which means the analysis he delivers is built on what operators are seeing in their own P&Ls. That shows up in how the briefings are pitched, with specific guidance on pricing, distribution, staffing and capital allocation rather than high-altitude commentary.

The academic foundation matters because the region rewards it. His Oxford doctorate in Soviet political economy and his Palgrave Macmillan monograph sit behind three decades of reading Russia and its neighbours; his co-authored Profile Books volume on emerging markets, written with Nenad Pacek under The Economist imprint, distilled the operational playbook for multinationals entering frontier economies. Sir John Major has publicly called him the world’s leading business expert on emerging markets.

Key speaking topics

- CEEMEA economic and political outlook
- Russia, CIS and Central Asia business environment
- Central and Eastern Europe corporate strategy
- Middle East and Africa market entry and growth
- Global emerging markets risk and opportunity
- Multinational operating models in frontier economies

Ideal for

- Boards and executive committees of multinationals with material CEEMEA exposure
- Regional presidents, country managers and EMEA leadership teams

- Corporate strategy, risk intelligence and government affairs functions
- Annual leadership offsites and investor or partner conferences focused on emerging markets

Audience outcomes

- A clear read on where CEE, CIS and MEA economies are heading in the next two to four quarters
- A practical view on how political risk is translating into pricing, distribution and hiring decisions on the ground
- Specific guidance on which markets in the region to lean into, which to hold, and which to reassess
- A framework for stress-testing corporate assumptions about Russia, Turkey, the Gulf and Sub-Saharan Africa
- Candid answers on how peer multinationals are adjusting their regional operating models

Daniel Thorniley's Videos



Daniel Thorniley'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	Please enquire	Please enquire	Please enquire
Asia Pacific	€12000 to €40000	£10,001 - £35,000	\$15000 - \$50000
Europe	Under €12000	Under £10,000	Under \$15000
Middle East & Africa	Please enquire	Please enquire	Please enquire
South America	Please enquire	Please enquire	Please enquire
United Kingdom	Please enquire	Please enquire	Please enquire
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