



Jeremy Heimans

AUTHOR · FUTURIST · TED SPEAKER

The organisations leaders were trained to run are not the organisations they are now being asked to lead. Employees, customers, regulators and activists all expect participation, transparency and speed that the command-and-control playbook cannot deliver. The leaders who thrive in this environment are not the ones with the loudest brand or the biggest advertising budget; they are the ones who understand how influence actually flows in a hyperconnected system, and who can build the models that work with that grain rather than against it.

Jeremy Heimans is the co-author of *New Power* and co-founder of Purpose who helps leaders rebuild brand, employee engagement and influence strategy for a world where participation has replaced broadcast.

Jeremy Heimans's 2026 Biography

AVAILABLE FOR

- Speaking

Why organisations work with Jeremy Heimans

JEREMY'S SPEAKING THEMES

- Artificial Intelligence & Generative AI
- Innovation & Disruption
- Marketing & Branding

- His intellectual authority is built on a named thesis. *New Power*, co-authored with Henry Timms, was shortlisted for the FT/McKinsey Business Book of the Year, featured as the "Big Idea" in the *Harvard Business Review*, and accompanied by a TED talk viewed over 1.5 million times.
- The operating credentials are rare. As co-founder of GetUp!, Avaaz and All Out, and CEO of Purpose, he has built some of the most successful campaigning organisations and social movements of the last two decades, so he reasons about participation from live product experience.
- His framework, (Product + Purpose) × Participation, gives brand and marketing leaders a concrete equation rather than a worldview, which makes it easier to translate into campaign design and consumer engagement strategy.
- His recent work on AI participation, autonomous agents and governance scaffolding brings the New Power thesis into the question most executive teams are now actually wrestling with, how to build legitimacy around AI systems that are already in the building.
- The institutional recognition, Young Global Leader at the World Economic Forum, Chair of its Global Agenda Council on Civic Participation, the Ford Foundation's 75th Anniversary Visionary Award, means he opens doors for the organisations he speaks to as well as the audiences he addresses.

LANGUAGES: English

Biography highlights

- Co-founder and CEO of Purpose, a public-benefit corporation building

social movements for brands, NGOs and philanthropies

- Co-founder of GetUp!, Avaaz and All Out
- Co-author of *New Power* with Henry Timms (Penguin Random House); FT/McKinsey Business Book of the Year shortlist; HBR Big Idea feature
- TED talk on new power with over 1.5 million views
- World Economic Forum Young Global Leader; Chair of the WEF Global Agenda Council on Civic Participation; Ford Foundation 75th Anniversary Visionary Award
- Educated at the University of Sydney and Harvard; earlier career at McKinsey

Biography

Power has changed shape. The argument that Jeremy Heimans built over two decades of campaigning and writing is that the organisations, brands and leaders who will matter in this century are the ones who understand participation as a structural force, not a communications channel. *New Power*, his book with Henry Timms, turned that argument into one of the most cited frames in contemporary leadership thinking, shortlisted for the FT/McKinsey Business Book of the Year, featured as the Big Idea in *Harvard Business Review*, and anchored by a TED talk now viewed over 1.5 million times.

The credibility behind the frame is operational. Heimans co-founded GetUp! in Australia in 2005, a political organisation that grew to more members than all of Australia's political parties combined, and was a co-founder of the global campaigning platforms Avaaz and All Out. His company, Purpose, is the public-benefit corporation he built to carry that expertise into brands, NGOs and philanthropies, helping them design the participation models that command-and-control marketing no longer produces.

Academically, he is a McKinsey alumnus with degrees from the University of Sydney and Harvard. Institutionally, he has been recognised as a Young Global Leader by the World Economic Forum, chaired its Global Agenda Council on Civic Participation, and received the Ford Foundation's 75th Anniversary Visionary Award. His framework, (Product + Purpose) × Participation, is the simplest expression of what his advisory work delivers for consumer brands.

The current edge of the work is artificial intelligence. Heimans' thesis on how participation builds legitimacy is increasingly being applied to AI deployment, autonomous agents and the governance scaffolding companies are building for large-scale AI use. For leadership teams trying to work out how to retain brand trust, employee commitment and regulatory standing as AI reshapes their operating model, he is one of the few commentators whose framework was already built for this shift.

Key speaking topics

- New power and the shift from broadcast to participation
- AI, autonomous agents and the governance of participation
- Brand building and consumer engagement under (Product + Purpose) × Participation
- Movement design for organisations, NGOs and advocacy
- Leadership and influence in hyperconnected systems
- The future of work and distributed authority

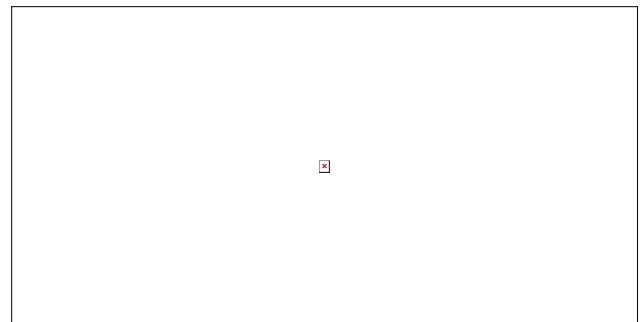
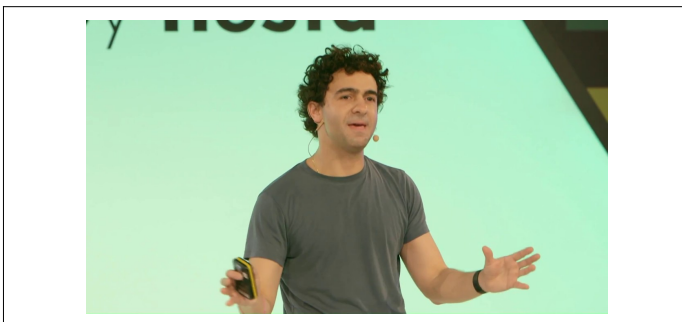
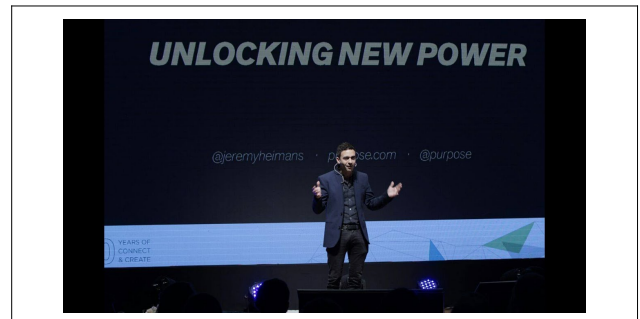
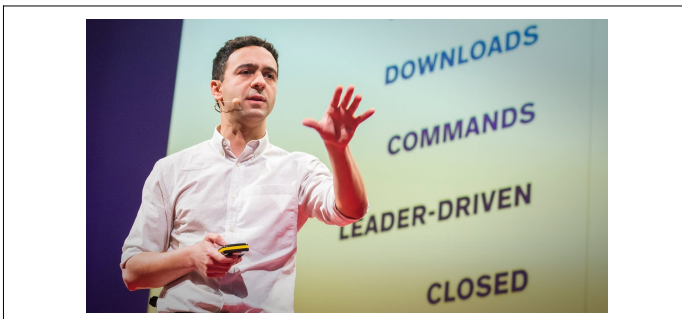
Ideal for

- CEOs, CMOs and communications leaders redesigning brand and stakeholder strategy for a participatory environment
- Chief AI officers, governance leads and executive committees building legitimacy around AI systems
- NGO and philanthropy leadership teams scaling movements and civic participation programmes
- World Economic Forum, public affairs and policy forums where civic and corporate power converge

Audience outcomes

- A working grasp of the New Power frame and how it changes marketing, leadership and governance decisions
- Concrete examples of brands, movements and platforms that have applied (or failed to apply) new power mechanics
- A clearer view of how participation can be designed into AI deployment and governance rather than retrofitted
- Practical models for civic, employee and customer engagement that work with the grain of hyperconnected systems

Jeremy Heimans's Videos



What Jeremy Heimans's clients say

A wonderfully incisive contribution that not only explains how the dynamics of power are changing, but also provides the tools-and the confidence-to harness those changes to build businesses, spread ideas, and make a better world.

Paul Polman

CEO, Unilever

A must-read, 'New Power' is a gift to our movements. It's not just about going viral-it's about connecting millions of people to roll up our sleeves and create the changes we long for.

Alicia Garza

Co-Founder, Black Lives Matter

The nature and use of power is changing rapidly, distributing broadly in unexpected channels.'New Power' provides the practical tools to help us all understand this shift. But it also draws out the big battle of our times-whether all this new power will end up being used for good or bad.

Craig Newmark

Founder, Craigslist

'New Power' is both a practical guide and a much needed dose of optimism, helping us understand that the future is ours for the making. A must-read for today's leaders in any field.

Ai-jen Poo

Executive Director, National Domestic Workers Alliance

The surest sign that I've encountered a big idea isn't what that idea does to my brain. It's what it does to my eyes. When an idea is sufficiently compelling, it changes the very way I see. That's what happened to me when I read New Power.

Daniel Pink

Author, Drive

You couldn't wish for two better people to write this explanation and exploration of new power than Henry Timms and Jeremy Heimans. It is the detail in this book that really excites... its optimism and practical advice. And, unexpectedly, it is funny. I'd encourage you to participate in purchasing.

The Guardian

Power is shifting as never before, so 'New Power' is addressing a vital issue for our times: how to make the voices and choices of all, not just a few, count for something. Plaudits to Heimans and Timms for their determination to help shape the future, not just complain about it.

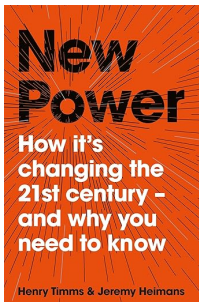
David Miliband

CEO, International Rescue Committee

Fascinating... Cogent... Will intrigue anyone who wants to channel the new power of the crowd.

Kirkus Reviews

JEREMY'S LATEST BOOKS



**New Power: How It's Changing
The 21st Century - And Why
You Need To Know**