



Bruno Giussani

European Director of TED conferences

Understanding ideas, [technology](#) and user-experience is Bruno Giussani's area of expertise and he can provide ample food for thought.

Bruno Giussani's Background

- European director of Technology, [Entertainment](#) and Design (TED)
- Writer and Commentator
- Fellow of the John S. Knight Fellowship for Professional Journalists
- Affiliated Fellow at the Freeman Spogli Institute
- Head of Online Strategy at the World Economic Forum, 1998 to 2000

Bruno Giussani is enthusiastic and engaging, no matter what the size of the audience he addresses.

Early Potential

Born in 1964 in Switzerland, Giussani studied Social and Economic Sciences at the University of Geneva. He graduated in 1989.

Writing

Giussani worked for LHebdo, a Swiss magazine for several years, initially as the editor of the political section and then as US correspondent. He later went on to become a technology columnist and the editor of the magazines online news site, Webdo. He earned the 1995 Swiss prize for technology journalism for some of his LHebdo articles.

In addition to his work for LHebdo, Giussani has written for numerous other high profile publications, including The Wall Street Journal (European edition), The [Economist](#), Business Week, The New York Times and Wired magazine. He was one of the original editors of the European Industry Standard magazine and produced its Global Internet Summit in the year 2000. Unfortunately, the publication ceased to be produced in 2001 after just six months trading.

In 2006, Giussani earned a Golden Mouse award for the content of his blog Lunch Over IP, which focused on technologies and ideas. He started Lunch Over IP in 2005 and it attracted a lot of interest. In December 2008, Giussani stopped writing for the blog as he felt he needed to move on to organise his thoughts in a different way. Giussani's blogging did not begin and end with Lunch Over IP, however, and he has contributed to many other well respected blogs. These include TEDblog, the Huffington Post, Liftthink, Sandbox Network and Forum des 100 (he is also the curator of this blog.)

Bruno Giussani was made a Fellow of the John S. Knight Fellowship for Professional Journalists and an

Affiliated Fellow at the Freeman Spogli Institute for International Studies at Stanford University in 2004.

TED

As European Director of Technology, Entertainment and Design (TED), it is Giussanis job to lead the non-profit ideas sharing organisation to further success. TEDs most well-known events are their annual conferences, which are held in two locations in the USA and one in the UK. TED supplies information and assistance in several different formats, including their website and blog. Giussani joined the team in 2005 and has worked to start up the TEDGlobal conferences in the UK, which have so far been held in Oxford and in Edinburgh.

Other Positions

Giussani was the Head of Online Strategy at the World Economic Forum between 1998 and 2000. He has helped to launch new projects and conferences in many countries, including the LIFT Conference in Geneva, the DLD Conference in Munich, the Postcode Lottery Green Challenge in Amsterdam and the Bloomberg New [Energy](#) Finance Summit.

Tinet, an internet provider for Italian speaking Switzerland, was co-founded by Giussani in 1995 and eventually sold to Swissonline (Cablecom). He is Vice-Chairman of Tinext, a Swiss-Italian software company founded in the year 2000. Due to his knowledge and experience, Giussani was a member of a Swiss internet [consultancy](#) called the Board of Namics between 2002 and 2008.

Giussani currently lives in Switzerland.

Bruno's talks

- **How Ideas Spread**
- **The social life of ideas**

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