



Olivier van Duuren

Digital trends expert and personal and business transformation coach

An author, trend sensemaker, public speaker and executive coach, Olivier is a thought leader on personal and business transformation, and on the impact of the changes on our society and industry.

Olivier's biography

Olivier van Duuren's background

Strategic thinking, transformation and execution are Olivier Van Duuren's base, which he builds on with a focus on people, change management and [inspirational leadership](#).

An author, trend sensemaker, speaker and executive coach, Olivier is a thought leader on personal and [business transformation](#), and on the impact of the changes around us on our society and industry.

During 22 years at Microsoft, Olivier has held a number of senior level global and regional positions spanning sales, operations, marketing, business development, [innovation](#) and strategy across consumer, online, retail, advertising, publishing and enterprise (B2C-B2B). He started working at Microsoft in 1994 working out of the Benelux to global travelling out of Paris, London, Seattle and New York.

In September 2016 he founded The Duality and wrote the book to help [business leaders](#) to find the sparkle in their personal and business transformation. After 22 years working at one of the world's most successful technology company, he gained a unique perspective on innovation, transformation and human performance. He combined these insights in the book 'The Duality: tap into the Energy of Your Personal and Business Transformation' so that you, your organization and your customers can start to prepare for the transformational times ahead.

Olivier is a fan of the Belgian character Tintin, who personifies his values: a positive adventurer and reporter who conquers the world with never failing vitality. He recovers from difficult situations, he finds solutions, and he's always learning. Even if Tintin gets injured he bounces back to health; if scared, he takes action. For Tintin, as for Olivier, the reward is the journey itself.

Olivier's talks

- **Selling & Telling Your Story. Shoot for the Heart, Capture the Mind and end with a Smile**
- **The Duality. Tap into the energy of your Personal and Business Transformation**
- **Transform Yourself so You can Transform Others. Lead Yourself so you can Lead Others**
- **The Age of Transformation. The Supply & Demand side of the Transformation = Consumer, Digital, Demographics, Socio-economic**
- **Digital Transformation. Customer @ Heart, People as the Soul and Digital as the Oxygen**
- **How to Perform while your Transform**

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