



## Amy Guttman

**Producer, reporter, speaker and media strategist**

Amy Guttman's passion is reporting on the confluence of modern culture, world events and innovative ideas, where subtle and significant shifts begin to shape society, industry and governance.

### Amy's biography

A foreign correspondent and [broadcaster](#), Amy Guttman covers international [current affairs](#) for PBS Newshour and the BBC and writes about entrepreneurs and ecosystems for Forbes, Australian Financial Review and others.

Her long career as a journalist, interviewing world leaders, CEOs and those on the frontlines of technological, societal, and geopolitical change has given Amy the high- and low-level insights necessary to 'connect the dots,' to identify trends and opportunities.

She can speak about a range of themes, as well as moderate discussions on just about any topic, tackling subjects as she does a story: with thorough background research and by speaking to those closest to the issues in order to create engaging and memorable dialogue. Amy also participates in judging panels for pitch challenges and conducts workshops about media strategy.

#### **Amy Guttman's background**

She has more than twenty years of experience reporting and producing for international networks and publications working in television, radio and digital. Amy covers current affairs, as well as emerging and established markets, telling stories about ecosystems and the most vibrant people among them. She also writes about entrepreneurs and ecosystems for Forbes and the Australian Financial Review.

Driven by the 'why' and 'how' behind events and trends, Amy's approach to a story is to understand and highlight the dynamics of [change](#) and the opportunities and challenges it can present. Her coverage frequently focuses on untold stories that illuminate misperceptions about a culture or a topic. For example, in Iran her focus included stories about the 70% of women who make up the country's science

and engineering students, female tech entrepreneurs and the 1970s revolution that surprisingly led to greater women's rights.

### **Recent trips include:**

#### **South Korea**

- Initiatives to develop a tech ecosystem and the challenges that remain
- The residents and commercial opportunities within the DMZ

#### **Japan**

- Womenomics: Prime Minister Abe's plan to mitigate the economic impacts of an ageing population by improving gender equality to get more women back in the workplace and increase family size, resulting in big shifts in consumer behaviour
- The 70,000 US troops that remain in Okinawa more than 70 years after WWII

#### **Jordan**

- A Syrian refugee camp generating \$13M a month from small businesses
- A female entrepreneur whose educational startup teaches children how to code
- Why Jordan recruited Syrians to develop a tech ecosystem
- Popular Syrian restaurants finding a new home in Amman

#### **Lithuania**

- How Lithuania's central bank is driving ambitions to become a center for Fintech
- Why Russian entrepreneurs are setting up shop in Vilnius

#### **Cuba**

- The impact of Obama's rapprochement with the Castro government
- Cuba's advanced medical research, including a groundbreaking cancer drug keeping an American stage II lung cancer patient alive for more than seven years after his 6-month survival prognosis
- Growth of Cuba's hospitality and housing sectors

Amy grew up on the East Coast of the United States. Educated in Boston, she began building her career in the competitive world of network news at CBS in New York before moving west to report from the central coast of California; then known for Michael Jackson's ranch, now known for its pinot noir. She later worked in San Francisco during the height of the 1990s tech boom, leaving for London in 2000 just as the bubble was about to burst. Amy covered the historic 2000 US Presidential election and is one of a handful of people in possession of a Gore-Lieberman victory T-shirt!

## **Amy's talks**

- **Ecosystems**

Having reported on established and emerging ecosystems around the world, Amy understands why some prosper and others struggle. Her talks include the role of stakeholders, how local government can propel or stall growth and other vital elements of a strong ecosystem.

- **Women & Entrepreneurship**

Though they face internal and external challenges, there are specific ways organisations can

support women to overcome these obstacles. Women's consumer spending power is set to overtake men, which is changing the dynamics for female founders. Amy will share insights about how successful female entrepreneurs have broken through barriers.

- **Personalized medicine, health, nutrition and longevity**

Amy has long been fascinated by the possibilities related to customising treatments, therapies and nutrition to the individual for greater impact and improved health and longevity.

- **Emerging and developing markets**

In her reporting, Amy questions perceptions and discovers whether and how they reflect reality. She looks for indicators that determine a market's potential. For example, Kenya's 'rising middle class' only makes up 5% of the population, yet the popularity of Pizza Hut provides valuable insights about the mobility of Kenya's working class.

- **Trends, societal shifts and geopolitical changes**

It is through Amy's in-depth interviews and observations in the field that she is able to identify shifts that lead to trends and opportunities. For example, a landmark lawsuit in Japan and an ageing population represent changing consumer demands and specific opportunities.

- **Food-related startups**

A devoted foodie, Amy actively follows developing food trends, such as non-dairy ice cream produced from avocados, plant-based edible packaging, or solutions for delivering alternative proteins.

- **Smart Cities**

It takes more than LEED-certified buildings to make a SMART city. An example is how a once-sleepy city in Florida has managed to fetch billions in investment funds from Bill Gates to transform a dead downtown and fragmented suburbs into one that's regularly featured in the press and 'top' lists of places to live and start a business.