



## Noreena Hertz

### One of the world's most influential thinkers

Noreena Hertz is a renowned thought leader with an impressive track record in predicting global trends. Her best-selling books, *The Silent Takeover*, *IOU: The Debt Threat* and *Eyes Wide Open*, are published in 23 countries. She advises a select group of the world's leading business and political figures on strategy, economic and geopolitical risk, digital transformation, Generation K and millennials and sits on the board of Warner Music Group.

## Noreena's biography

### Noreena Hertz's background

The Observer has named her as *"one of the world's leading thinkers"*, Vogue has named her *"one of the world's most inspiring women."*

Her thinking served as the inspiration for Bono's Product (Red). She has featured as the Cover Story of Newsweek.

Noreena Hertz is ITV News Economics Editor. An influential [economist](#) on the international stage whose career has spanned Europe, the United States, Russia, the Middle East and Africa, she has advised some of the biggest organisations and most senior figures in the world on strategy, decision-making and data, global economic and geopolitical trends, millennials/Generations K, Y and Z, and corporate social responsibility.

Her best-selling books, *"Eyes Wide Open: How to Make Smart Decisions in a Confusing World"* (2013), *"IOU: The Debt Threat"* (2004), and *"The Silent Takeover"* (2003), are examples of her own prescient thinking and have been published in 23 countries. Most recently she has been exploring the world of the post-millennials, today's teenagers, who she has coined "Generation K", with articles published in the UK, US, Europe and China.

Noreena's new book, *The Lonely Century*, has been a great success. The book focuses on insight and predictions for life beyond the pandemic and how socially, economically, politically and technologically it will prevail. It has been on the bestseller list in Korea, and was chosen as 'Most Important Book of 2021' by the Non-Obvious Book Awards as well as El Mundo's 'Best Books of 2021'. It has already been

published in at least 15 different countries and languages.

Noreena has served as a member of Citigroup's Politics and Economics Global Advisory Board between 2007-08, and as a member of the Advisory Group steering McKinsey CEO Dominic Barton's Inclusive Capitalism Taskforce between 2012 and 2013. From 2014-16 she served on the Board of Warner Music Group.

Noreena's insights are much sought after on leading current affairs/[politics](#)/economics television and radio programmes, and she frequently appears on such flagship programmes as Newsnight and Question Time. She has been interviewed on shows such as the US's Charlie Rose This Morning and Sky's Hard Talk, as well as equivalent programmes in Europe and Asia. , has hosted her own show on Sirius XM, the United States' biggest radio network with 64 million listeners, and served as ITV News' Economics Editor where she led ITV's economics coverage through a fascinating, fast-paced period that included the Referendum and its aftermath, the invoking of Article 50 and a General Election.

Noreena has been described by the Observer as "one of the world's leading young thinkers" and Vogue as "one of the world's most [inspiring women](#)." She has a PhD from Cambridge University and an MBA from the Wharton School of the University of Pennsylvania. She is Visiting Professor at University College London. She has held professorships at Erasmus University and Utrecht University and fellowships at the University of Cambridge and the London School of Economics. She is Honorary Professor at University College London.

Over the past year, Noreena has delivered keynote speeches and moderated numerous events on topics ranging from [A.I.](#), to Brexit, to geopolitical risks, for organisations including the World Economic Forum at Davos, and select corporate clients.

## Noreena's talks

- **Triumphing in the post Covid, post Global, High Inflation, Hybrid World**

With dark clouds hovering over the economy, consumers starting to tighten their belts, and the battle for talent ever more fierce, it's more essential than ever for business leaders to understand the new context they are operating in, how it's likely to evolve, and the strategies they will need to triumph in it.

In her new thought-provoking and inspiring keynote speech leading global economist and bestselling author – Professor Noreena Hertz – helps her audience understand

- The key macroeconomic and geopolitical forces that will shape the economy over the next two years, why they are different to what we've seen before and how to best prepare for them
- The key behavioural trends that are redefining your customers and what this means for you
- The new demands of labour and how to rethink your employee experience in the post-Covid, hybrid world
- The new innovations that are round the corner, and how to make sure you'll benefit from them...the news is not all bad!

- **The lonely century: how to reconnect**

- **The Five Forces that are Transforming our World**

What is the world going to look like in the next two to three years? What are the key challenges and opportunities business leaders will face?

In this landmark keynote speech, Professor Noreena Hertz outlines the key forces – geopolitical, economic, societal, technological, that she believes are transforming the world and should be on

every business leader's radar.

- **The Robots are Coming: Thriving in an age of Digital Disruption, Artificial Intelligence, and Cyber Hacking**
- **How to Make Smart Decisions in a Complex World**  
Through her unique multi-disciplinary integrated approach – combining economic analysis with insights from psychology, neuroscience, anthropology and sociology, Professor Noreena Hertz seeks to make us smarter decision makers, better able to figure out what to do in a complex world. In this speech, Professor Hertz identifies thinking traps we all fall into that we are not aware of, but need to be, and comes up with exciting active thinking strategies for her audiences to adopt so as to be able to make smarter decisions in their professional and personal lives.
- **From Brexit to Trump: Managing the New Geopolitical and Economic Landscape**
- **Generation K: How to Future-Proof Your Organisation for the Next Generation of 15-25-year-olds**  
You may know all about millennials by now. But what about what comes next? Based on her cutting-edge proprietary research on 15-25-year-olds, Noreena Hertz shares deep insights into who this generation is, what they care about, how they behave, what they want, and how they consume. Shaped not only by technology but also the worst recession in decades, as well as a world of heightened geopolitical threat, this generation is manifestly different from those that came before.
- **How to come together in a world that's pulling apart**
- **How to make smart decisions in the post-covid 19 world**
- **What the next three years will look like: the key economic, geopolitical, technological and societal forces that will shape our near term future**
- **The loneliness economy: how recent events will shape consumer behaviour over the next three years**
- **Generation k: how to manage, retain and inspire your youngest cadre of employees and consumers**