GERD LEONHARD
FUTURIST & KEYNOTE SPEAKER, AUTHOR, FUTURE STRATEGIST and CEO THE FUTURES AGENCY
Gerd Leonhard is a widely-known and top-rated futurist, with over 1500 engagements in 50+ countries since 2004 and a combined audience of over 1 million people. Gerd focusses on near-future, ‘nowist’ observations and actionable foresights in the sectors of humanity, society, business and commerce, media, technology and communications.

Gerd is also an influential author, a sought-after executive ‘future trainer’ and a trusted strategic advisor. He is the co-author of the best-selling book The Future of Music and the author of 5 other books including ‘The Humanity Challenge’ (June 2016). Gerd is also the host of the web-TV series TheFutureShow and the CEO of TheFuturesAgency, a global network of over 30 leading futurists.

Gerd is considered a leading voice on a wide range of topics including digital transformation and the opportunity-challenges of the coming exponential society, a sustainable business and cultural ecology, social media and communications, TV / film, radio and broadcasting futures, mobile content and commerce, innovation, leadership and entrepreneurship, ‘hard-future’ consumer trends, human-machine futures and AI, cognitive computing, the IoT, big data and automation, next-generation advertising, marketing and branding, as well as sustainability and related ‘green future’ topics. In 2006, The Wall Street Journal called Gerd ‘one of the leading Media Futurists in the World’. In 2015, Wired Magazine listed Gerd as #88 of the top 100 influencers in Europe. He’s #21 on the global list of futurists.

Gerd’s keynotes, speeches and presentations are renowned for their hard-hitting and provocative yet inspiring, often humorous and always personal motivational style. Gerd is highly regarded as a global influencer and has advised many business leaders and government officials around the globe. His diverse client list of over 300 companies includes UBS, Mastercard, Unilever, Lloyds Bank, WWF, Nokia, The Guardian, Google, Sony, Telkom Indonesia, Siemens, RTL, ITV, BBC, France Telecom, Orange, Deutsche Telekom, MTN, The Financial Times, DDB, Ogilvy, Omnicom, IPG, The EU Commission, Mandarin Oriental Hotel Group, VISA, and many others.

GERD IS CONSIDERED A LEADING VOICE ON A WIDE RANGE OF TOPICS INCLUDING DIGITAL TRANSFORMATION AND THE DISCOVERY OF DIGITALLY-NATIVE BUSINESS MODELS
Gerd’s background is in the music business; in 1985 he won Berklee College’s 'Quincy Jones Award’ and subsequently spent 12 years working as a professional guitarist, composer and producer. He then caught the Internet-bug and became a digital music & media entrepreneur, serving as Founder/CEO of several Internet startups, based in San Francisco. In 2002, following the .com meltdown and the 9/11 crisis, Gerd returned to Europe and discovered his new calling as a futurist.

He now travels around the globe to speak at leading conferences and events, company retreats, seminars and in-house trainings, and offering his unique ‘FutureExperience’ trainings along with his colleagues at The Futures Agency, an international organization that Gerd founded in 2010 to meet client demand for tried-and-tested future-trainers, speakers and personalities.
WHAT GERM'S CLIENTS ARE SAYING:

“Gerd was a keynote speaker at our recent Spark2020 Leadership Conference and was central to setting up the discussion about what the future might look like and importantly what that means for our industry, our business and the people in it. Gerd’s opening session was a great outside in view of the future and what that means for us. His perspectives were excellent and thought provoking and it set the day up well.”

Rod Snodgrass | CEO Spark Ventures NZ

“Gerd kicked off ShipServ’s SmartProcurement conference as keynote, with an inspiring and thought-provoking look at how technology is likely to change our world in the next 15 years. His content and energetic delivery were spot on and set the stage well for the day. I recommend him highly.”

Paul H. Ostergaard | CEO ShipServ, Inc

“I had a chance to listen to Gerd about future trends. I also had a chance to meet him in person. His views and the way he structured his speech was not only eye opening but also helped me understand the essence of some of the concepts I have been hearing. Before Gerd, I did not fully realise how these concepts and trends may affect us, not only as a corporation, but also as a human. Gerd’s background and experiences also helps him deliver a very convincing presentation.”

Bülent Tekçe | VP Yapi ve Kredi Bankası

“Gerd did a fantastic job at a recent global logistics conference, opening up the opportunities of the future, bringing in varied examples from a host of different industries to explore new ways of thinking - big impact with the team.”

John Marsden | VP APAC Unilever

“WWF International staff had the pleasure of listening to Gerd as a keynote speaker during the 2013 Learning Week - when he addressed the topic of moving "From conversation to conservation action". I know that everyone in the audience found Gerd to be inspiring, informative and challenging, and wanting more. Delivered in a punchy and dynamic "TED" style, Gerd’s talk catalysed much discussion after the talk, and since, and generated a thirst for further interaction. I, for one, am looking forward to further opportunities to hear his thoughts on moving from ego to eco.”

Richard McLellan | form. WWF

“Gerd is one of the futurists I genuinely respect and enjoy. We have appeared together on panels and at events and each time I come away thinking hard, feeling smarter, which is the ultimate compliment. I am especially intrigued by his take on intellectual property and what’s next; he’s way ahead of the curve.”

Marian Salzmann | Chairman, Havas Worldwide

www.futuristgerd.com main site
www.gerdleonhard.de German site
www.gerdtube.com (videos)
www.gerdtube.com (all of Gerd’s shared files)
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