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(LinkedIn)

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Top Skills

Future Trends

Speaking Engagements

Public Speaking

Languages

German (Native or Bilingual)

English (Native or Bilingual)

Honors-Awards

Wired

Publications

The Future of Music

From Ego to Eco - why business as usual is killing us, and what to do about it!

Technology vs. Humanity

Friction is Fiction - the future of business and media

Music 2.0 MOBILE

Gerd Leonhard

Keynote Speaker, Author, Futurist & Humanist, CEO The Futures Agency, Film Maker, Founder of The Good Future Project
Gockhausen, Zurich, Switzerland

Summary

Gerd Leonhard ranks as one of the top 10 futurist keynote speakers, worldwide, with over 1600 engagements in 50+ countries during the past 2 decades and a combined audience of over 2.5 Million people. He is also a leader in Virtual Keynotes and Video Seminars. Gerd has written 5 books including the best-selling 'Technology vs Humanity' (2016), now available in 12 languages.

Gerd's films on the future of technology and humanity, digital transformation and artificial intelligence have reached millions of viewers, and are regularly shown at many conferences and at in-house corporate trainings.

Gerd's client list includes most Fortune 500 companies as well as many governments and NGOs. Gerd is a global influencer in the field of digital ethics (the ethics of technology). He is a pioneering keynote speaker using animations, video and audio in fascinating new ways.

Gerd is also a film-maker running his own film studio, TFASudios, and the CEO of TheFuturesAgency, a global network of 50+ leading futurists.

Gerd is considered a leading voice on a wide range of topics including artificial intelligence and cognitive computing, the opportunities and challenges of being human in an exponential society, a sustainable business and cultural ecology, TV / film, radio and broadcasting futures, innovation, leadership and entrepreneurship, 'hard-future' consumer trends, (wo)man-machine futures, the IoT, big data and automation and many others

In 2006, The WSJ called Gerd 'one of the leading Media Futurists in the World', and in 2015 Wired Magazine appointed Gerd #88 of the top 100 influencers in ICT in Europe. 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 a fellow of the Royal Society for the Arts (London) and a member of the World Future Society. A native German, Gerd resides in Zürich, Switzerland, and also maintains an office in San Francisco. He presents both in English as well as in German.

Experience

The Futures Agency

13 years 3 months

Futurist / Humanist, Keynote Speaker, CEO

January 2013 - Present (10 years 3 months)

Zürich Area, Switzerland

A highly sought-after keynoter and change guru, Gerd Leonhard is also an acclaimed author of futurist manifestos as well as an accomplished creator of future film and media content. Gerd travels the globe year after year, refining his cross-sector awareness and transferring the secrets of successful evolution from one arena to the next. Together with his handpicked team of creatives and designers, Gerd enables his clients to futurize their business from leadership and strategy to innovation and culture. The Futures Agency is a newly reformed unit that supplies the ideas, the events and the content to realize the client's most promising future.

Chief Executive Officer

January 2010 - Present (13 years 3 months)

Zürich Area, Switzerland

CEO and Founder

January 2010 - Present (13 years 3 months)

The Futures Agency offers a wide variety of services to our clients, worldwide.

All engagements are headed up and supervised by Gerd Leonhard (Founder and CEO); Associates and other colleagues as well as guest speakers and advisors are added on a case-by-case basis, as schedules and budgets permit.

* Our main expertise is in think-tank events, workshops and Executive team seminars (4-7 hours i.e. 1 single day). These sessions are 100% customized for each client. and are generally geared towards companies that are looking to identify, fine-tune or co-create new business opportunities, manage radical change, deal with disruption, speed up innovation or otherwise face large and urgent strategic decisions that may require immediate action. These events are usually done with at least 2 or more Associates, and can be located wherever the client requires.

* Company retreats and Executive training events (2-3 days), usually with 3 or more Associates

* Keynote speeches, presentations, talks and interventions (30-120 minutes), often carried out by Gerd Leonhard but most Associates are available, upon request, as well

* CEO / Board of Directors - Coaching and Advisory sessions

* Advisory board participation

* Participation in panel discussions, round-tables, talk-shows, TV and radio broadcasts etc

The Good Future Project

Founder

September 2022 - Present (7 months)

Zurich, Switzerland

The Good Future Project, initiated by Futurist Gerd Leonhard and supported by his company, the Futures Agency, is a global, non-profit network of like-minded individuals and supporters who focus on making 'The Good Future' (TGF) a reality. TGF's concept is based on Gerd's 2021 film 'The Good Future'. TGFP's blogs, video-channels and live-stream sessions serve as a platform for experienced contributors and as a space for planting the seeds of change, exploring what a 'Good Future' might look like, and gathering momentum to making it a reality. Together, we explore three core topics (see below) that we believe encapsulate the key challenges and opportunities, and focus our efforts on starting a movement that changes the narrative of how we see the future, and propels us to create it.

Technology vs Humanity Book

Author and Filmmaker

July 2016 - Present (6 years 9 months)

Which side are you on? Gerd Leonhard's provocative new manifesto. Are you ready for the greatest changes in recent human history? Futurism meets humanism in Gerd Leonhard's ground-breaking new work of critical

observation, discussing the multiple Megashifts that will radically alter not just our society and economy but our values and our biology. Wherever you stand on the scale between technomania and nostalgia for a lost world, this is a book to challenge, provoke, warn and inspire.

Lifeboat Foundation

Advisory Board Member

May 2019 - Present (3 years 11 months)

Zürich Area, Switzerland

Good Technology Collective

Expert Council Member

July 2017 - Present (5 years 9 months)

Berlin Area, Germany

The Good Technology Collective is a crucial European forum for piloting and discussing the technology advances of the 21st century.

The Future Show with Gerd Leonhard

Creator and Host

April 2014 - Present (9 years)

Worldwide

TFS launches April 28, 2014. A new web-TV show that explains the fast-paced world of technology to a general audience in an irreverent and critical yet engaging and exciting way. TFS's approach is to uniquely show how technology's exponential advancements will radically alter and re-design the way in which we experience the world and interact with each other, in the immediate future.

Green Futurist

CEO and Founder

October 2011 - Present (11 years 6 months)

After almost 15 years working as a Futurist with a focus on media, content, technology, entertainment, telecom, marketing, communications and business, I am now expanding my work to look at the much more crucial question of how we can change the way we live so that we may actually have a future. Some of the topics: sustainability and the design of a post-growth society / culture, 'green business' and what this may actually mean in the near future, future environmental policies and the dramatic impact they may have on our behavior as 'consumers' / users, renewable energy, eco-tourism, capitalism 2.0 and much more

MediaFuturist.com

CEO

April 2003 - October 2022 (19 years 7 months)

Watch the video of my July 2008 Google Tech Talk presentation here: <http://tinyurl.com/3w2xp7>

Media Futurist, Keynote Speaker, Author, Blogger [http://](http://www.mediafuturist.com)

www.mediafuturist.com

The WSJ calls Gerd 'one of the leading Media Futurists in the World'. Gerd's work focuses on the Future of Media, Content, Technology, Business, Marketing, Advertising, Branding, Communications and Culture; and he is considered a leading expert on topics such as Social Media, Web 2.0, UGC and Peer Production, Social Networking, Copyright Trends, Convergence, Mobile Entertainment, and new Advertising and Branding Strategies.

Gerd's keynotes and speeches keep him very busy, with over 70 engagements in 22 countries during the past 3 years. His clients include Nokia, SonyBMG, RTL, ITV, the BBC, France Telecom / Orange, DDB, Omnicom, the European Commission, and many others.

IoT Talent Consortium

Special Advisor

February 2018 - January 2020 (2 years)

Zürich Area, Switzerland

The IoT Talent Consortium (IoTTC) has today announced the appointment of renowned futurist, author, and keynote speaker Gerd Leonhard as Special Advisor. Together, they will work towards addressing the exponential change driven by IoT-enabled digital transformation while assisting the IoT Talent Consortium's members in recognizing and creating awareness surrounding the complexity and importance of the human element in bringing about change.

"Music2.0" Book

Author

September 2007 - December 2008 (1 year 4 months)

February 19 2008: My new book, "Music2.0" is finally available both as a 'real' printed product, as well as a 'pay what you want' - pdf. Music2.0 is kind of like a 'Best of Gerd Leonhard' compilation, 227 pages filled with the best blog posts and juiciest essays from the past 4 years, slightly remixed and tweaked, riffing on that good old subject of the next generation of the music industry. It describes what the next generation of music companies will look and feel like,

and gets even deeper into some of my favorite buzz-phrases such as Music Like Water and the Flat Rate for Music, Feels Like Free (FLF), the Usator, Friction is Fiction, and the People Formerly Known As Consumers. Oooops, yes, sorry for the geek-speak! ;(

The End of Control Book

Author

February 2007 - December 2008 (1 year 11 months)

The first 6 chapters of this book (Gerd's 3rd) were released for free downloading at www.endofcontrol.com in late 2007. Gerd recently changed the title to "Open is King - The Future of Media Beyond Control" and will publish the book as a paperback in late 2008. 'Open is King' will expand on the key topics introduced in Gerd's 2 music-centric books while elevating the debate out of the music realm and into media and 'content' at large. OiK addresses the single most important issue underlying many debates about the future of media: who controls what, why, when, and where, and how can digital content still generate revenues when most of the traditional ways of controlling its flow (i.e., distribution) are no longer available. The book argues that in the future, controlling distribution is replaced with earning, receiving, and maintaining ATTENTION; that in media's future friction is fiction; and that the "people formerly known as consumers" now literally run the show.

Sonific

CEO

June 2005 - June 2008 (3 years 1 month)

Sonific was founded in July 2005, with the mission of making large catalogs of great music available for the many types of audio-visual usages on the Internet, both for private / non-commercial or promotional purposes, as well as for professional (B2B) users, and licensed products and services. Sonific's SongSpots™ service is our first B2C release, reflecting our philosophy that offering better tools for music discovery and providing new, free platforms of exposure is what will really sell music, going forward, and that the viral nature of the Internet is perfectly suited to help get the word out for new and established artists and their music. We also believe that many of today's 'digital natives' and 'peer-producers' want to personalize their web presences, customize the look and feel of their sites, integrate multimedia where they can, and will ultimately use the web as a fully interactive, 2-way, personalized, and therefore 'sonified' medium.

"The Future of Music"

Co-Author

January 2005 - 2008 (3 years)

Some early praise for The Future of Music:

“Amid all the shouting and confusion, along comes The Future of Music, which in a calm and clear voice explains the essential issues roiling the music business today. Most importantly, this is written directly for musicians and their fans, rather than business people in the music industry. If you want to know what you're getting into as you develop your music career, and where music will be coming from in the future, you have to read this book.”

Gary Burton, Grammy-winning vibraphonist

I know of no other text that as beautifully and concisely presents the fundamental challenge that music now faces. This book is essential for anyone who wants to understand what is at stake in this debate.”

-Lawrence Lessig, Professor of Law, Stanford University and founder of Creative Commons.

ThinkAndLink

Founder and CEO

March 2003 - February 2006 (3 years)

I founded ThinkAndLink in March 2004, as a vehicle for my work with new ventures that seek financing and strategic partnership deals. ThinkAndlink.biz connects people, companies, and ideas.

Popkomm Innovation in Music & Entertainment Awards

Chairman and Executive Producer

May 2004 - January 2006 (1 year 9 months)

IMEA, the annual #Innovation in Music and Entertainment Awards# is held annually at Popkomm in Berlin / Germany (2005 date is September 14).

Popkomm is one of Europe#s leading Music, Media & Entertainment - Industry tradeshows and conferences; IMEA is a wholly-owned brand of Popkomm, and is created, chaired and produced by ThinkAndLink / AllAccessGroup.

IMEA#s mission is to find, screen and present the best new business ideas, the brightest entrepreneurs and the hottest startups in the music-, media- and entertainment-technology sectors, worldwide, and provide a new platform for their global #coming-out#. www.popkommawards.com

The Digital Marketing Organization

Founder & President

May 2003 - May 2005 (2 years 1 month)

The Digital Marketing Organization

Innovative solutions to marketing in a digital world

At the heart of each DMO mission is the 360-degree understanding of the client's product and what it does for the customers. With that background, we develop unique ideas of how to efficiently reach out to the target groups by combining online & interactive initiatives with innovative offline approaches. By devising powerful marketing campaigns that embody this online-offline connection we can achieve the maximum effect in the shortest amount of time, and with serious impact on the bottom line.

DMO's team, led Gerd Leonhard (DMO's Founder and President, see www.gerdleonhard.com) offers a unique understanding and years of experience of doing business online, and knows how to use the Internet and other new technologies to power winning concepts for online marketing. DMO has the ability to come up with marketing tactics that transcend the boundaries of traditional and interactive marketing.

Musicrypt

Vice President European Development

December 2003 - September 2004 (10 months)

European expansion

LicenseMusic.com Inc

Founder and CEO

January 1997 - May 2002 (5 years 5 months)

I was the Founder, President and CEO until May 2002. The company is now owned by a UK music licensing company. See www.gerdleonhard.com for more details...

Education

Berklee College of Music

Jazz Performance, Jazz, Guitar · (1986 - 1987)

University of Bonn

Basic studies completed, Theology/Theological Studies · (1980 - 1982)

Gymnasium Oberpleis

