



GERD LEONHARD

For the Human Future · Humanity's Advocate

Public Thinker · Keynote Speaker · Author · Film-Maker · gerdleonhard.com

FOR THE HUMAN FUTURE

PEOPLE

PLANET

PURPOSE

PEACE

PROSPERITY

HUMANITY'S ADVOCATE

Gerd Leonhard is a German-Swiss public thinker, filmmaker, author, and keynote speaker who has spent over two decades as one of the most distinctive voices in the global conversation on technology and humanity. Ranked as one of the **top 20 futurists globally** and listed by *Wired* magazine as one of **Europe's 100 most influential people**, Gerd has moved beyond traditional forecasting to become a strategic compass for a society in transition.

THE CORE PHILOSOPHY: THE 5Ps AND ANDRORITHMS

Gerd's mission is anchored in his "**moral operating system**" — the 5Ps: **People**, **Planet**, **Purpose**, **Prosperity**, and **Peace**. He serves as a vocal defender of human values and agency in an era defined by exponential technological shifts.

A central pillar of his work is the concept of **Androrithms** — the uniquely human qualities such as empathy, moral judgment, creativity, and meaning-making that algorithms can simulate but never authentically possess. As "*Humanity's Advocate*," Gerd makes the closing argument for a **Good Future** where technology serves humanity rather than the other way around.



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A NEW BREED OF PUBLIC THINKER

In a world where neutrality often feels like complicity, Gerd has taken an **activist turn**. He is not merely a "tour guide to obsolescence" but lead counsel in our defense, advocating for the **Human-in-the-Loop** to ensure innovation does not destroy the market — and the species — it is meant to serve.

SIGNATURE CAMPAIGNS & FRAMEWORKS

- **The Human Resistance** — A compelling argument for human sovereignty against AGI domination, reaching policymakers and boardrooms worldwide.
- **Digital Ethics** — A decade-long framework for the principled coexistence of machines and humans, referenced by governments and corporations.
- **The Good Future vs. The Bad Future** — A powerful binary framing that replaces neutral futurism with moral urgency, forcing audiences to take sides.

THE CINEMATIC INTERVENTION

Gerd has reinvented the conference format through his **Super-Keynotes** — immersive performances using extra-wide cinematic screens and AI-assisted visuals designed to bypass analytical fear and speak directly to the human imagination. These are not lectures; they are experiences.

As a filmmaker, his works — including the widely shared **Look Up Now** — have reached millions of viewers, serving as public testimonies for a better world. Each film is a carefully crafted call to consciousness, blending rigorous research with emotional storytelling.

"Technology is not what we want — it is how we get what we want. The question is: what do we want?"

— Gerd Leonhard



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BACKGROUND AND LEGACY

A **Berklee-trained musician** and **Quincy Jones Award winner**, Gerd was an early internet entrepreneur and digital music pioneer before founding The Futures Agency. He is a Fellow of the Royal Society for the Arts and the author of the landmark book *Technology vs. Humanity* — which argued as early as 2016 that technological progress must be governed by human ethics.

Today, Gerd is the voice for the "**only big thing**" that matters: our continued humanity. His body of work — spanning books, films, keynotes, and digital campaigns — constitutes one of the most sustained arguments for human flourishing in the age of intelligent machines.

GERD.TV — THE DIGITAL STAGE

www.gerd.tv is Gerd Leonhard's dedicated video platform — a curated archive and living broadcast channel featuring his keynotes, short films, interviews, and original documentary content. It serves as a global front row for anyone who wants to explore the future of humanity, digital ethics, and the forces reshaping civilization. From conference highlights to exclusive long-form conversations, **gerd.tv** brings Gerd's vision directly into boardrooms, classrooms, and living rooms worldwide.

SELECTED ACCOLADES & CREDENTIALS

- Ranked top 20 futurist globally; listed among Europe's 100 most influential people by *Wired*.
- Fellow, Royal Society for the Arts (FRSA).
- Berklee College of Music alumni & Quincy Jones Award recipient.
- Founder, The Futures Agency — a global network of futurists and innovators.
- Author of *Technology vs. Humanity* (2016) and multiple bestselling works on digital transformation.
- Filmmaker: *Look Up Now* and other works viewed by millions worldwide.

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