



Fernando Trias de Bes

ECONOMIST

Writer and Economist, Senior Advisor of Salvetti & Llombart and Minerva Insights



About:

- **Gender:** Male
- **Languages:** English, Spanish
- **Travels from:** Spain

Engagement Types:

- Speaking

Topics:

- Business Model Innovation
- Change Management
- Crisis Leadership
- Innovation & Digital Transformation
- Leadership & Management

Biography Highlights

- Fernando Trías de Bes, Economist, MBA from ESADE and The University of Michigan. His permanent research in the fields of economy and society, added to his non-conformist philosophy and capacity for analysis, make Trías de Bes an excellent benchmark in disruptive innovation and one of the leading Spanish experts in everything related to the management of companies. new organizations.

Biography

Who is Fernando Trias de Bes?

Fernando Trias de Bes is one of the leading Spanish economists and an international writer of both economic and business essays and fiction. He is the author of 21 essays and novels and writes about 100 articles a year. Some of his published books include: Good Luck (together with Álex Rovira), A Different History of the World, The Nash Solution, Exceptional Beings, The Reconquest of Creativity and The Great Change, among many others. His books have been translated into a total of 40 languages and he has sold more than five million copies among all his titles.

Knowing the theory, techniques and recent findings on innovation, he is also the only Spanish co-author with Philip Kotler. Among the books co-authored with the global marketing guru are: "Winning at Innovation",

awarded with the Management Gold Award as the best innovation book of the year by the Chartered Management Institute, and “Lateral Marketing”, considered the most disruptive book in innovation commercial and business in recent years.

Fernando Trías de Bes collaborates weekly in the “Dinero” supplement of La Vanguardia, in Diari ARA and directs “Economía de Bolsillo” in Las Tardes de la COPE, an economics section to bring current economic and business issues closer to all audiences.

According to Trias de Bes, there is no future without innovation. Companies must transform their organization into an innovative ecosystem, managing change, creativity, innovation and their value networks in a completely different way. In his opinion, not only will the life of the products be shorter, but also the business and organizational models.

His humanistic vision of the economy and his proximity to business management make Trías de Bes an exceptional communicator. Since 2003, he has been invited as a speaker at hundreds of congresses and events, addressing economic, innovation and creativity issues with special emphasis on the professional skills essential for business transformation. Throughout his career, he has provided training to thousands of managers through more than 500 conferences or training programs aimed at senior management.

Videos



Fernando's Topics

Recent findings on Innovation, Creativity, Change and New Business Models

Available: Virtually

Cross-cutting skills to innovate: uncertainty management, change management, fear management, resources and relationships in the digital age

Available: Virtually

The new value chain: new business models for a new social, economic and technological reality

Available: Virtually

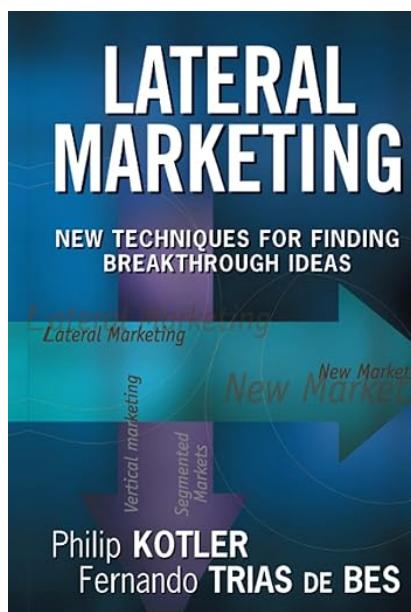
Exceptional Beings: personal skills that make organizations excellent

Available: Virtually

Commercial & Business innovation

Available: Virtually

Books



Lateral Marketing: New Techniques for Finding Breakthrough Ideas

According to Philip Kotler, the widely acknowledged "father" of modern marketing, and Fernando Trias de Bes the marketing techniques pioneered in the 1960s and '70s have worked too well. Fierce competition among products with little or nothing to distinguish one from another, along with modern product positioning and targeted marketing techniques, have led to increasing market segmentation. If the trend continues, individual market segments soon will be too small to be profitable. In Lateral Marketing, Kotler and Trias de Bes unveil a revolutionary new model to help readers expand beyond vertical segmentation and generate fresh marketing ideas and opportunities.

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Fernando Trias de Bes is available to book via these agencies

✔ **Recommended**



Speaking Agency