



Noreena Hertz

AUTHOR · ECONOMIST · FUTURIST · TED SPEAKER

One of the world's leading thinkers



About:

- **Gender:** Female
- **Nationality:** United Kingdom
- **Languages:** English
- **Travels from:** United Kingdom

Engagement Types:

- Moderating and Emcee
- Speaking

Biography Highlights

- Named by The Observer as “one of the world’s leading thinkers” and by Vogue as “one of the world’s most inspiring women,” economist Noreena Hertz is a bestselling author, board member and keynote speaker.

Biography

Meet Noreena Hertz

A global economist, whose work intersects the nexus of economics, technology, politics and society – and a pioneering and renowned thinker on AI, the post-millennial generation, decision-making and community building – Noreena also advises some of the largest organizations and most senior leaders in the world on strategy and transformation.

She sits on the boards of Nasdaq-listed companies Mattel and Warner Music Group and also the board of the HR Tech Company, Workhuman. She has served on Citigroup’s Politics and Economics Global Advisory Board, the Inclusive Capitalism Taskforce’s Advisory Group, and RWE’s Digital Transformation Board. Her thinking served as the inspiration for Bono’s Product (Red).

Noreena’s best-selling books, *The Silent Takeover*, *The Debt Threat* and

Topics:

- Change Management
- Customer Experience & Marketing
- Customer Loyalty & Retention
- Future of Work
- Geopolitical Impact
- Global Economics & Markets
- Growth Strategy
- International Trade
- Leadership & Management
- Technology & AI

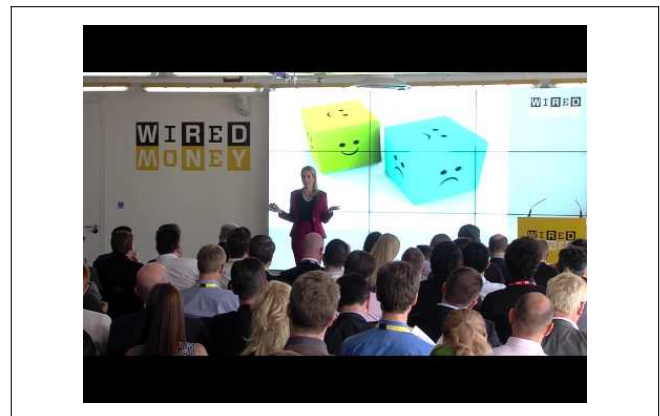
Eyes Wide Open are published in more than twenty countries. Her latest book is the international bestseller *The Lonely Century - A Call to Reconnect*, which was chosen by The Daily Telegraph, Wired, and El Mundo, amongst other publications, as a Book of the Year.

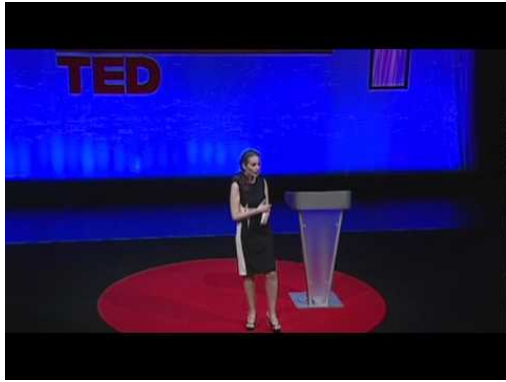
As a visionary thinker, Noreena is also frequently sought after as a Keynote Speaker and has given keynote speeches at TED, The World Economic Forum in Davos and Google Zeitgeist as well as for leading global corporations, sharing platforms with such luminaries as President Bill Clinton, Professor Stephen Hawking and Jane Goodall amongst others. Her opinion pieces have appeared in publications including The New York Times, The Washington Post, The Wall Street Journal, The Guardian, The Financial Times, Die Zeit, El Pais, and The South China Morning Post.

Noreena also makes frequent television appearances around the world including on flagship television shows such as CBS' This Morning, BBC's Question Time, NHK's Global Debate. She has created and hosted four television documentaries; hosted her own show on the US' largest radio network Sirius XM and served as the economics editor for the UK's leading commercial television network, ITV.

Noreena has a PhD from Cambridge University and an MBA from the Wharton School of the University of Pennsylvania. Having spent 10 years at the University of Cambridge, in 2014 she moved to University College London where she is an Honorary Professor.

Videos





Noreena's Topics

AI: Beyond the Hype: How AI will transform business and society and what this means for us all

AI is already transforming business, healthcare and government. But how radical will the transformation be in business, economic and societal terms?

Who will be the winners? Who will lose out? What can businesses do to make sure that they thrive in this new age and fully leverage its capabilities? Whilst at the same time have a plan in place to address its downside risks?

And what will happen to us as individuals? Will AI take our jobs? Make us smarter or more stupid? How will it impact not only how we work but also how we vote? What will it mean to be human in the age of AI? And how do we influence its trajectory?

Combining historical analysis, personal anecdotes, and the latest thinking on where we are heading, Noreena will address these questions and more in this thought-provoking keynote.

Available: In person, Virtually

The New Global Landscape: How to succeed in these radically different times

President Trump is in office. Right wing populists in power across the globe. Russia and Iran increasingly cosy. China continuing to face challenges. There is continued instability in the Middle East and Ukraine. Trade tariffs are the new reality.

The rules of the game have fundamentally changed. The post Cold War consensus that dominated the past 35 years – in which peace was the norm, free trade the mantra, democracy a given and globalisation the accepted way forward – has irrevocably broken down.

This has huge consequences for society but also for business, the implications of which leaders must understand.

In this stimulating keynote Noreena helps her audience make sense of this radically different political, geopolitical and business environment—and offers a roadmap for how they can adapt their strategies to

navigate these shifts to ensure that they successfully thrive in it.

Available: In person, Virtually

Generation K: How to manage, engage, and inspire your post-millennial employees and consumers

Generation K (today's 16–26-year-olds) makes up almost a third of employees and has almost \$1 trillion in purchasing power. Yet how much do you really know them, a generation that is profoundly different to the millennials?

Did you know for example that they are the loneliest generation on record? And also the most anxious? That they are profoundly worried about their economic futures? And are reconfiguring their purchasing and workplace behaviours accordingly? That they seek agency in the office and also in the shopping mall and actively seek out both opportunities to connect but also to co-create. That they care passionately about a host of issues – but increasingly along gender lines. And did you know too the extent to which this generation distrusts traditional institutions whether we're talking big business or Government?

By deploying her proprietary research on this generation – in this fascinating keynote Noreena helps leaders to both understand this generation but know how to connect with, inspire, engage and retain them – whether as employees or customers.

Available: In person, Virtually

Breaking Barriers, Building Futures: How to shatter the glass ceiling and make an impact

Step into the world of one of Europe's most extraordinary trailblazers and discover how she shattered the glass ceiling—and how you can too.

Noreena Hertz is one of the rare women in Europe to serve on the boards of multiple U.S. multibillion-dollar companies. She's also a best-selling author, renowned academic, and fearless activist whose visionary ideas shaped Bono's (RED) campaign and inspired Premier League footballers to donate a day's wages for nurses.

In this empowering keynote, Noreena will share deeply personal stories and reflections from her remarkable journey—how she overcame challenges, stayed true to herself, and forged her own path in male-dominated industries. Alongside her insights, she'll provide actionable strategies and tools to help women in business take control of their careers, amplify their influence, and lead with purpose.

Authentic, inspiring, and focused on results, this keynote is designed for women looking to break barriers, elevate their careers, and leave a legacy of impact.

Available: In person, Virtually

Testimonials

“

Thank you very much for such a great presentation. The feedback from the audience was outstanding.

BMC Software

“

We have received incredibly strong feedback about your session. It was thought provoking, engaging, and got people talking afterwards.

Freshfields

“

Outstanding and invaluable. Your expertise and insights greatly enriched the event and played a significant role in its success... You have made a lasting impact.

Pictet

“

Many of our client leaders talked about how your insights truly made them think differently about challenges and opportunities through the lens of the geopolitical landscape, globalisation, and your take on Generation K.

Deloitte

“

Noreena was brilliant.

Danske Bank

“

Brilliant. Noreena was perfect.

Changer Club

“

Your speech has thoroughly captured the global audience and kindled something deep within us.

Vatech

“

Your contribution played a big role in making the Forum a success by providing interesting content for our guests.

UBS

“

Noreena! the presentation was absolutely perfect, breathtaking

KES Brazil

“

Most highly rated speaker by our clients in 20 years.

Swedbank

“

Thank you for an excellent, lucid and fresh talk at the WIRED event. You were a hit.

WIRED 2011 Conference

“

Thank you for your outstanding opening address... Your intervention and the ensuing 'Questions and Answers' set the appropriate tone for the day ... the executives present found your contribution both challenging and stimulating. Your description of the challenges that we face as an iconic global company set the scene and created an atmosphere ripe for the harvesting of new ideas... many thanks for your willingness to share your ideas with us.

McDonalds Europe, Brussels

“

Having heard you speak yesterday there is no doubt in anyone's mind that you are the 'shining light of your generation'. Your knowledge and erudite speaking around such a relevant and pertinent topic set the tone for the whole event. The feedback has been tremendous, thank you so much for making it such a success.

The Big Lottery Fund

“

Noreena was excellent at our event yesterday evening. I've received many comments from employees and colleagues about how insightful she was - drawing from examples that really helped stretch our employees' thinking and challenge what we perceive doing the right thing to mean...definitely delighted with our choice.

RBS, London

“

Thank you for doing a fantastic job. The feedback on you has been all positive. We so much appreciated how much time you put into understanding who we are and coming prepared. Both the session and breakout were wonderful and I am not obligated to say that, I promise.

GS1, 40th Anniversary Event, Los Angeles

“

Professor Hertz' contribution touched all the participants. Professor Hertz makes every single person feel his or her responsibility towards this world and give everybody the energy and belief they can contribute to a more sustainable future. We've received many very positive responses on her contribution and it has been a pleasure and honour working with her.

Green Spring Festival (Neprom), Rotterdam

“

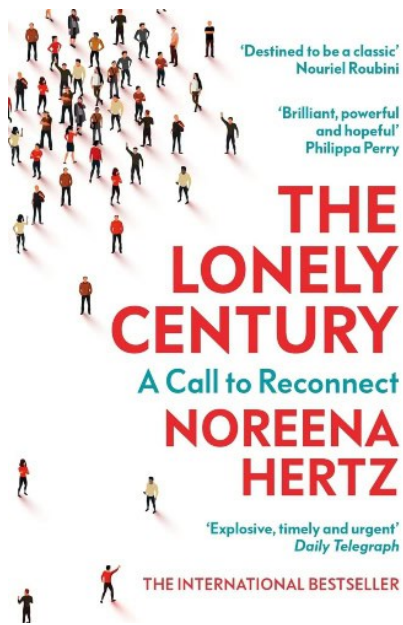
I very much enjoyed your speech today, which was the highlight of the CFO conference. Really inspirational.

Dirk Kahal

CFO

Lidl

Books



The Lonely Century: A Call to Reconnect

The Lonely Century explores how our increasing dependence on technology, radical changes to the workplace and decades of policies that have placed self-interest above the collective good are damaging our communities and making us more isolated than ever before. With bold solutions for us as individuals as well as for businesses and governments, Noreena Hertz offers a hopeful and empowering vision for how to heal our fractured world and come together again.

[BUY THE BOOK](#)

'THE MOST COMPELLING DESCRIPTION YET OF THE NEW WORLD AND WHAT IT MEANS' WILL HUTTON



THE SILENT TAKEOVER

GLOBAL CAPITALISM AND THE DEATH OF DEMOCRACY

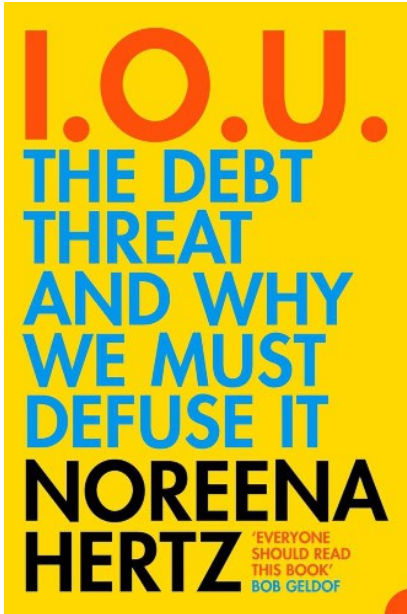
NOREENA HERTZ

The Silent Takeover: Global Capitalism and the Death of Democracy

Economics

The way we are governed is changing; so is our economy. Government has less and less power to influence how we live our lives, while the private sector has more power than ever to control what we do and what we think. Yet the business pages of the newspapers still come as a supplement, while the activities of governments dominate the front pages and the headlines. To understand the new world in which we are living, we need to learn to challenge long-held assumptions about the nature of power in society; The Silent Takeover is an essential guide to that new understanding as we progress through the 21st century: a time in which we can no longer rely on politicians – of whatever stripe – to meet our needs; a time in which business, rather than political parties, offers the way forward; a time in which we can make more of an impact through our pockets than we have ever done through the ballot box. In the wake of an economic recession, Hertz's eye-opening book reveals much about early 21st century politics and its effects on society.

[BUY THE BOOK](#)



IOU: The Debt Threat and Why We Must Defuse It

Politics

'IOU' is a story of avarice but also of vulnerability; of power asymmetries and misuse of power; of corrupt dictators and careless lenders; of Cold War interests and Wall Street pressure; of third world governments who get given it, and third world people who have no access to it. Noreena Hertz, one of the world's leading experts on economic globalisation, argues that this is not an issue of left or right: it is an issue of right versus wrong; of peace versus war. It must be addressed now.

[BUY THE BOOK](#)

Speaker Bureaus And Talent Agencies

Noreena Hertz is available to book via these agencies

✔ **Recommended**



Speaking Agency