



## Peter Hinssen

Acclaimed Author and Serial Entrepreneur

*"He is one of Europe's esteemed thought leaders in the field of technology"*

Peter Hinssen is one of Europe's thought leaders on the impact of technology on our society. He has moved on from a deep passion for all things technology to believing that digital is 'merely' a spark, an enabler and that networks are the true drivers of progress.

### TOPICS:

- The New Normal
- Flip: When Companies Re-boot in the World of the New Normal
- Flux: When Markets Become Networks of Information
- Fusion: When Organisations Become Networks of Innovation
- Trends
- Towards IT Leadership

### LANGUAGES:

He presents in English.

### PUBLICATIONS:

- 2020** The Phoenix and the Unicorn
- 2014** The Network Always Wins
- 2010** The New Normal: Explore the Limits of the Digital World
- 2008** Business/IT Fusion

### IN DETAIL:

Peter has a master's degree in Telecommunications and Electronic Engineering from Ghent University, Belgium. After graduating he joined Alcatel Telecom working in the Multimedia Research Centre. He was involved in the design and implementation of Interactive Television. He collaborates with organisations in the areas of IT Strategy, Transformation, Fusion and Coaching around the world. He is the Co-founder of Across Group and Chairman of Across Technology and is currently involved as a coach to executives to develop perspectives on the future and how to drive innovation. Peter lectures at various business schools in Europe like the London Business School, is a Senior Industry Fellow at the 'Center for Digital Transformation' of the 'The Paul Merage School of Business' at UC Irvine and functions as a board advisor on disruptive and digital innovation.

### WHAT HE OFFERS YOU:

Peter shares his focus on the consumer adoption of technology, on the impact of the networked digital society and on the alignment between business and IT. He helps organisations to understand and leverage how digital has disrupted entire industries and business models. Through disruptive, organisational and digital inspiration, he helps them to survive the fast flowing network our environment has become and shows them how they can thrive in it.

### HOW HE PRESENTS:

His presentations are always a wake-up call, making you think about things differently. Peter is a born entertainer, mixing humor with personal anecdotes and insights in the way IT and business work.