



## Bruce Daisley

Bruce Daisley is a globally recognised voice on workplace culture and the future of work. A bestselling author and former Twitter VP, he blends deep leadership experience with practical solutions to help organisations build connected, high-performing, and resilient teams in today's rapidly shifting work environment.

### KEY TOPICS

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- Mastering Workplace Happiness
- The Change We Choose: Culture in a Hybrid World
- Fortitude: Rethinking Resilience and Inner Strength
- The Future of Work: Flexibility, Focus and Flourishing
- Building Trust and Creativity in Distributed Teams

### BIOGRAPHY

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#### Introduction

Bruce Daisley is a bestselling author, workplace culture expert and former senior technology executive. As Vice President of Twitter EMEA and former Head of YouTube UK, he held leadership roles at two of the most dynamic and influential digital organisations of our time. Today, he is widely recognised as one of the world's leading thinkers on modern work, resilience, and organisational culture.

#### Professional Background & Credentials

Bruce's career began in the media industry before moving into senior leadership roles in tech. He led YouTube in the UK and went on to oversee Twitter's business across Europe, the Middle East, and Africa. His tenure at Twitter was marked by cultural innovation, with the UK office being recognised as the most admired in the global organisation. He was named 'Fantasy Hire' by industry leaders four times—outpacing names such as Elon Musk, Jeff Bezos, and Sir Martin Sorrell—thanks to his reputation for transformative leadership. Campaign Magazine and New Media Age honoured him for his outstanding contributions to digital media and workplace culture. Bruce left Twitter as its most senior leader outside of the US to focus on his passion: helping organisations create positive, productive work cultures grounded in evidence, not buzzwords.

#### Speaking Style & Audience Value

Bruce is a highly engaging and charismatic speaker, known for delivering thought-provoking insights with warmth, clarity and humour. Drawing on his own leadership experience and the latest research, he shares practical strategies that help audiences rethink old habits and take action on what truly improves work. From boardrooms to conference stages, Bruce's keynotes are consistently rated as highlights of the event. He excels in both keynote and interactive formats, often collaborating with leadership teams to implement cultural change that sticks. His delivery is intelligent yet approachable, blending storytelling, humour and clear takeaways in a style that is both entertaining and deeply actionable.

## Awards & Recognition

- Named a Top 10 Global Voice on Work Culture by LinkedIn
- FT Best Business Book of the Year – *Fortitude* (2022)
- Sunday Times #1 Bestseller – *The Joy of Work*
- ‘Fantasy Hire’ winner 4x – voted by UK industry leaders
- Named for Greatest Individual Contribution to New Media – New Media Age

## Books & Publications

Bruce is the author of two bestselling books, *The Joy of Work* – a Sunday Times #1 bestseller and the UK’s bestselling business hardback of 2019 and *Fortitude* – selected by the Financial Times as one of the best business books of the year, exploring resilience and mental strength. His work has been featured in, Harvard Business Review, Wall Street Journal, The Guardian, Washington Post and the The Telegraph.

## Podcast & Media Presence

Bruce is the creator and host of *Eat Sleep Work Repeat*—the world’s leading podcast on workplace culture. With over 5 million listens, it has been named the top podcast globally on the topic of work. He is also a frequent commentator on BBC Radio and TV, offering insights into the future of work and leadership.

## Teaching & Academic Roles

Bruce is an Honorary Visiting Professor at Bayes Business School and a regular guest lecturer at London Business School. [Contact us now](#) for more information on how Bruce can transform how your team thinks about work, culture and leadership!