



Juan Señor

Former PBS and CNBC Europe news correspondent and presenter, Juan Señor is one of Europe's leading media futurists, business facilitators and an established independent producer and director.

KEY TOPICS

- Innovation
- Journalism & The Media
- Fake News & Democracy
- My Arctic Expedition

BIOGRAPHY

Juan Señor is President of INNOVATION Media Consulting Group based in London.

As a partner at Innovation, he has directed projects all over the world, helping news operations to reinvent their products and stay relevant with shifting audiences. He has worked with and advised hundreds of media companies on every continent. He serves on the advisory boards of several media companies around the world. He is also a former visiting fellow at Oxford University. He has been listed as one of 'The World's Leading Innovators' in Journalism and Media' by Journalism UK Site. Mr Señor is a highly sought commentator on the media industry, speaking at global forums and quoted frequently in leading publications such as The Economist and The Financial Times. He is also the co-editor of two annual books: Innovation in News Media and Innovation in Magazine Media, written on behalf of WAN-IFRA and the FIPP, respectively. A former journalist and presenter for PBS's NewsHour, EBN-Wall Street Journal TV, and CNBC Europe, he served as London correspondent of International Herald Tribune Television. His work has been nominated for an EMMY, and his television programme, Media Report, was voted by viewers as Europe's Best Business Programme. He continues to work as a live events and television host and presenter globally, including asg-time presenter of the Cannes Lions International Festival of Creativity. In addition to his passion for the media business, he is a campaigner for disabilities via means of fundraising expeditions to the ends of the earth. He has skied unsupported to the North Pole, crossed the Western Sahara, trekked the Amazon and organised the first-ever expedition to the South Pole of a team with physical disabilities. A Spanish national, he was born and raised in Barcelona and educated in Europe and New York. He is conversant in six languages. In his most recent speech topic, Why Fake News Will Save Democracy, he argues that contrary to public perception, the Trumpian onslaught on the media has become its unexpected salvation and, therefore, the guarantor of democratic discourse. Señor's presentation is a fascinating and engaging narrative most relevant to any human enterprise trying to navigate its way in the age of social media relativity and instant digital opprobrium. Its lessons and insights can help any brand to remain relevant and credible. It reveals how, in an age where everything is true and nothing is true,

the truth cannot be manipulated and the media always has the last word.

WHAT PEOPLE SAY

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"Just had a look at the feedback forms from all the partners at the conference and you got top marks."
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— KPMG Worldwide Tax Conference

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"Your presentations are always thoughtful and provocative."
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— The New York Times