



Peter Fisk

Peter Fisk is a global business thought leader, bestselling author, and advisor on strategy, innovation, and leadership. He helps organisations harness creativity, reimagine their markets, and embrace sustainable growth, blending practical experience with inspiring insights from the world's most innovative companies.

KEY TOPICS

- Business Recoded: The 7 Shifts to Create a Better Future
- Gamechangers: Learning from the World's Most Innovative Companies
- Customer Genius: Competing Through Deep Customer Insight
- People, Planet, Profit: Innovating with Purpose
- The Future of Leadership in a Disrupted World
- Creative Genius: Lessons in Imagination and Innovation

BIOGRAPHY

Introduction

Peter Fisk is an internationally acclaimed business author, consultant, and keynote speaker, recognised for his expertise in strategy, innovation, and customer-centric growth. Described by Business Strategy Review as “one of the best new business thinkers,” Peter equips leaders with the insights and tools to thrive in an era of disruption and opportunity.

Professional Background & Credentials

Peter's career spans more than 35 years, combining academic depth with hands-on business leadership. His experience includes:

- CEO of the Chartered Institute of Marketing, the world's largest marketing organisation.
- Partner at The Foundation, Managing Director at Brand Finance, and leader of the strategic marketing consulting team at PA Consulting Group.
- Founder and CEO of GeniusWorks, a London-based strategy and innovation accelerator.
- Professor of Leadership, Strategy and Innovation at IE Business School in Madrid, where he leads executive education programmes.
- Former Thinkers50 Global Director and founder of the European Business Forum.

Peter has worked with over 300 companies in 55 countries, including leading names such as Adidas, American Express, Coca-Cola, Microsoft, P&G, Pfizer, Red Bull, Santander, Shell, Tata, Unilever, and Vodafone.

Speaking Style & Audience Value

Peter is a highly engaging, thought-provoking, and entertaining speaker. His presentations combine strategic frameworks with vivid case studies, drawn from companies including Google, Virgin Galactic, Pixar, and Zopa.

Audiences value his ability to:

- Simplify complexity and deliver clear, actionable strategies.
- Inspire creativity and courage in leadership.
- Provide fresh perspectives by learning from diverse industries worldwide.

He is equally effective in keynotes, strategy workshops, or as a conference chair, ensuring events are energised, cohesive, and memorable.

Books & Publications

Peter is the author of nine bestselling books, translated into 35 languages, including:

- Business Recoded – his most recent work, shortlisted for CMI Business Book of the Year, challenging leaders to embrace seven critical shifts for a better future.
- Gamechangers – learning from the world’s most disruptive companies.
- People, Planet, Profit – on innovating with purpose and sustainability.
- The Genius Series (Marketing, Business, Creative) – exploring competitive success, profitable growth, and creativity inspired by great thinkers such as Leonardo da Vinci.

High-Profile Clients & Collaborations

Peter has advised and inspired senior leaders across multiple sectors, including technology, finance, consumer goods, healthcare, and energy. His clients range from global giants such as Microsoft, Coca-Cola, and P&G, to ambitious start-ups redefining their industries. [Contact us now](#) for more information on how Peter can inspire your leadership team, reframe your strategy, and spark innovation to create sustainable success.

WHAT PEOPLE SAY

"Peter was inspirational. He combined deep insight into our changing world, with practical and innovative ideas for application."

— The Coca Cola Company

"I am now inspired to use my left and right brain more actively together. I loved learning about Einstein and Picasso, and how they would address today's business challenges."

— Ericsson

"Peter provided a very inspiring and informative view of the challenge for GSK to achieve marketing excellence, and a great start to our new marketing community."

— GSK