

Peter Hinssen

Tech expert Peter Hinssen, a fantastic speaker and one of the world-leading innovation experts, is renowned for his insights on corporate innovation, leadership, and digital transformation. Peter led groundbreaking initiatives shaping the future. A sought-after Peter Hinssen speaker, his keynote speeches inspire organisations worldwide to embrace change and drive innovation.

KEY TOPICS

- The Phoenix and the Unicorn
- The Never Normal
- The Uncertainty Principle
- The Era of Augmented Intelligence

BIOGRAPHY

Peter Hinssen: Expert in Innovation and Leadership

Peter Hinssen is an internationally renowned **keynote speaker**, **bestselling author**, and **entrepreneur** *with expertise in innovation strategy, radical innovation, technology, and leadership*. He has worked with business leaders, leading companies, Fortune 1000 companies, startups, and academic institutions, establishing himself as a thought **leader in technological evolution**, business model shifts, and future-proofing businesses. His insights have also contributed to shaping discussions on the rise of a global AI innovation hub, helping organisations navigate the fast-changing digital landscape. His talks provide essential insights for organisations striving to navigate the rapidly evolving landscape and develop a strong **Never Normal Masterclass** approach through innovative business strategies. He also shares valuable lessons in his **Innovation Strategy Masterclass**, helping leaders understand disruptive trends and strategic transformation. Additionally, his expertise is recognised by institutions like **MIT Sloan School**, where he contributes to discussions on innovation and leadership.

Keynote Speaker on Innovation

Peter Hinssen, a global keynote speaker, is a highly sought-after expert for presenting business leaders with engaging and insightful talks on technological advancement, innovation, and adaptive leadership. Renowned as a **world-class speaker**, he delivers a keynote featuring innovation strategy, filled with depth, clarity, and a touch of humour, captivating corporate audiences worldwide. As an action-provoking speaker, Peter has collaborated with industry giants such as Google, Microsoft, and Amazon, sharing valuable, practical insights into how these companies thrive in ever-evolving markets by moving beyond the hype. Scroll to the bottom of this page to see what clients have to say about **Peter Hinssen's keynote**, delivered in such an authentic

manner!

Pathological Optimist: A Vision for Tomorrow

Peter describes himself as a “pathological optimist”, firmly convinced that technology holds the key to a better future. His “Day After Tomorrow” philosophy urges businesses to look past short-term obstacles and embrace long-term possibilities. This profound and nuanced story serves as a more realistic inspiration for organisations looking for innovative strategies to navigate uncertainty and drive growth in the **era of augmented intelligence**. *With more than fifteen years of experience*, Peter’s forward-thinking perspective is just the beginning of how his ideas influence business. His insights challenge never-normal evolutions, redefining how companies adapt to an ever-changing world by embracing AI’s transformative potential as not just a technological advancement but a crucial factor in the ongoing West versus East China dynamic. He navigates the extremes—hype versus doomism—to offer a balanced, strategic vision that helps businesses thrive amid disruption.

Bestselling Author on Business Transformation

Peter writes five bestselling business books, offering valuable insights into corporate strategy and adaptation, featuring innovation strategy as a key theme. As a business school lecturer, he brings academic depth to his work. His most recent book, *The Phoenix and The Unicorn* (2020), presents a nuanced but profound exploration of how businesses must transform to survive in times of disruption, moving beyond traditional models to embrace new paradigms. *The Day After Tomorrow* (2017) builds on this theme, highlighting the importance of long-term vision through practical examples and immediately actionable advice. His insights are frequently referenced in renowned business schools, including **London Business School**, where his strategies help companies remain competitive in an ever-changing landscape. AI unveiled new possibilities in business transformation, reinforcing his approach to strategic evolution. His work also draws inspiration from the mythical bird, symbolising reinvention and resilience in corporate growth.

Entrepreneur and Digital Strategy Expert

A seasoned serial entrepreneur, Peter has launched numerous technology start-ups, with several successfully acquired by major industry players. He has also held the role of *Entrepreneur in Residence at McKinsey & Company*, where he specialised in digital and technology strategy. His latest venture, nexxworks, is dedicated to helping businesses succeed in what he describes as the “Never Normal”, an ever-evolving landscape shaped by constant change and the rise of global platforms, influenced by both Western and Chinese innovation. In addition to his entrepreneurial pursuits, Peter acts as a multiple board advisor for companies such as **Belfius and Mediahuis**, guiding them through technological advancements and fostering innovation. With a wealth of experience spanning both technology start-ups and corporate sectors, he offers invaluable insights, particularly in navigating the complexities of West versus East innovation, positioning him as a trusted expert in digital transformation.

Book Peter Hinssen to Speak at Your Next Event!

With unparalleled expertise in innovation, technology, and leadership, booking Peter Hinssen is the perfect choice for corporate events seeking to inspire and equip audiences for the future. As a **global AI leader**, his

visionary insights and dynamic delivery captivate audiences, ensuring each joint keynote resonates long after the event. Many organisations, including those managing global account sales, make a tradition of attending Peter's presentations annually, recognising the lasting impact of his ideas—a real motivational blast for teams and leaders alike. Whether you're considering inviting Peter for the first time or continuing the tradition, his presence makes every intervention deeply memorable. From exclusive AI Unveiled discussions to high-impact sessions at major conferences, Peter delivers transformative perspectives, addressing both the challenges and opportunities in today's fast-evolving landscape. His expertise has resonated with industry leaders, including those at the Melinda Gates Foundation and top executives like Crucini, Marketing Director. To enquire about how to book Peter Hinssen for your next event—whether for a keynote or an Exa Infrastructure kickoff meeting—visit our contact page.

WHAT PEOPLE SAY

> ""*Peter Hinssen's Never Normal keynote is a truly inspiring and thoughtful experience, designed to inspire organizations and their leaders about reinventing themselves like phoenixes. Peter's energy and charisma engaged our HR community to understand how much our departments and functions are living through a moment of truth, in which we'll need to help initiate and lead the necessary transformations that will allow us to thrive in the Never Normal age of constant change.*""
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> **— Pascal Jouvin, Director, Executive Development @ LVMH**

> ""*Once more, Peter offers a refreshing perspective and insight from the external landscape. With his profound understanding of technology, he excels as a speaker in bridging the realms of business and technology seamlessly. His keynote left my team thoroughly energized, captivated by his rhythm, conceptual clarity, and visionary outlook. Attending Peter's presentations annually has become indispensable!*""
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> **— Gabriele Barbera, Head of Global Accounts Sales @ HP**

> ""*Peter Hinssen is a brilliant thinker and speaker who knows how to capture the current paradigm shifts like no other and articulates them with both depth and humor. Listening to him is like engaging in an immersive experience that turns you upside down and helps you remain wired to this definitely "Never Normal" environment.*""
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> **— Anne Thevenet-Abitbol, Prospective and New Concepts VP @ Danone**