



# Noreena Hertz

Decision-Making Guru & Renowned Economist



## CSA CELEBRITY SPEAKERS

Noreena Hertz is a renowned thought leader and economist with an impressive track record in predicting global trends. In 2017 Noreena launched her own show MegaHertz:London Calling on Sirius XM in the US, providing insights and analysis on what is happening in Europe and also a European take on what is happening in the US.

**"One of the world's leading thinkers" The Observer**

### Im Einzelnen

Previously she was ITV News' Economics Editor where she led ITV's economics coverage. She has given Keynote speeches at TED, The World Economic Forum and Google Zeitgeist sharing platforms with President Bill Clinton, James Wolfensohn and David Beckham amongst others. Noreena's thinking was the inspiration for Product (RED), which has raised hundreds of millions of dollars for the fight against HIV/AIDS in Africa. Most recently she has been exploring the world of today's teenagers, who she has coined "Generation K", with articles published in the UK, US, Europe and China. Noreena has a PhD from Cambridge University and an MBA from the Wharton School of the University of Pennsylvania. She is a Visiting Professor at University College London.

### Ihre Vorträge

Her thoughtfully tailored keynote speeches combine a deep analytical understanding of global trends, threats and opportunities with practical solutions for how to make smarter decisions in a complex world. Noreena leaves her audience with a clearer vision for the future, arming them with better strategies that can prepare an organisation for the future, and also inspiring them.

### Ihr Vortragsstil

Noreena delivers highly respected, passionate messages to both grassroots organisations as well as worldwide corporations and is also a great chair at numerous events around the world.

### Themen

Die Welt im Wandel: Globale Trends und Herausforderungen  
Kluge Entscheidungsfindung in einer komplexen Welt  
Mit der Wahrheit schneller ans Ziel: Erfolgreich sein in der Welt von Twitter, Facebook und Wikileaks  
Business in der Post-Finanzkrise Ära  
Die K-Generation: Alles über die Teenager von heute - die Verbraucher von morgen

### Sprachen

Sie referiert auf Englisch.

### Möchten Sie mehr erfahren?

Für ausführlichere Informationen rufen Sie uns bitte an oder schicken Sie uns eine E-Mail.

### Wie können Sie die Rednerin buchen?

Per Telefon oder E-Mail.



Video

### Publikationen

#### 2013

Eyes Wide Open: How to Make Smart Decisions in a Confusing World

#### 2005

IOU: The Story of the Debt

#### 2002

The Silent Takeover: Global Capitalism and the Death of Democracy