Leif Edvinsson

Leading World Expert on Knowledge Management & Intellectual Capital (IC)

CSA CELEBRITY SPEAKERS

Leif Edvinsson is probably best known as the first Chief Knowledge Officer in the world as he served as Corporate Director for Intellectual Capital, Skandia AFS and architect of the Skandia Future Centre. He currently serves as Professor of Intellectual Capital, University of Lund, and the founder and CEO of UNIC - Universal Networking Intellectual Capital AB. He is also special advisor to the Swedish Cabinet on the effects of the new digital economy, a special advisor to the United Nations International Trade Center and is a co-founder of the Swedish Coalition of Service Industries.

"Intellectual Capital is an offspring of the knowledge era"

In detail

Leif Edvinsson holds an MBA from the University of California, Berkeley. He is the author for numerous articles on the service industry and on Intellectual Capital. His first book 'Intellectual Capital' has been praised worldwide as the best resource on how to recognise the value of a company's intellectual assets, which Edvinsson argues, can far exceed the value of its physical assets. In light of his work in both training and Intellectual Capital, Edvinsson has been a special advisor on service trade to the Swedish Ministry of Foreign Affairs.

What he offers you

Leif tackles the challenges of maximising corporate brainpower, a topic which will occupy many of the best business minds in the coming years. He also highlights to his audiences the properties of Intellectual Capital from Knowledge Management, how to measure Intellectual Capital and how to actively manage it, from R&D to education, IT and software. He is a regular speaker before such organisations as the BBC, CIO, Conference Board, Economist, Handelsblatt, INSEAD, IMD and the American Productivity and Quality Center.

How he presents

One of the world's most renowned thinkers on Knowledge Management and Intellectual Capital, Leif is a genius who takes his audiences in unexpected directions with unexpected imagery and unexpected conclusions. He sets the style and then refuses to conform. Always pushing the limits of the application of new concepts, he is the most adept practitioner at knowledge visualization - one of the core competencies of future management.

Topics

- Maximising Corporate Brain Power
- Rebooting the Corporation: Musings for the Information Age
- Investing into Intellectual Capital
- Corporate Longitude - What you Need to Know to Navigate the Knowledge Economy

Languages

He presents in Swedish & English.

Want to know more?

Give us a call or send us an e-mail to find out exactly what he could bring to your event.

How to book him?

Simply phone, fax or e-mail us.

Publications

2010

National Intellectual Capital: A Comparison of 40 Countries

2005

Intellectual Capital for Communities: Nations, Regions, and Cities (with Ahmed Bounfour)

2002

Corporate Longitude : Discover Your Position in the Knowledge Economy

1997

Intellectual Capital: Realizing Your Company´s True Value by Finding its Hidden Brainpower