



**Jonas Ridderstråle** - one of the world's most influential and respected business thinkers and speakers, and the co-author of the bestselling book "Funky Business". The book was ranked at number 16 in a Bloomsbury survey of the best business books of all time, and has been translated into more than 30 languages and published in more than 50 countries. Dr Ridderstråle is currently a visiting professor at Ashridge, the internationally acclaimed business school in the UK. Global Gurus, the research company has ranked him as one of the World's Top 30 Management Professionals, and placed him in the Top 5 in Europe.

Jonas' forceful blend of academic rigour, imagination, humour and highly dynamic presentation style has inspired audiences from Moscow to Mumbai and San Francisco to Shanghai. Dr Ridderstråle's ideas and work have attracted huge media coverage throughout the world. He has been featured in CNN, Fortune, Fast Company, Time magazine, Financial Times, The Times, Stern, Newsweek, Paris Match, and many others.



**Mitch Joel** - One of North America’s leading marketing visionaries, and the author of two business bestsellers. When brands like Google, Starbucks, Shopify and GE want to leverage technology to better connect with their consumers, they call Mitch Joel. Mitch is Founder of Six Pixels Group - an advisory, investing and content producing company that is focused on brands, commerce, community and what’s next. Prior to Six Pixels Group, Mitch spent close to two decades building, running and selling his agency to WPP - one of the world's most valuable marketing and communications holding companies. He was most recently President of Mirum – a global marketing agency operating in 25 countries with close to 3,000 employees. Mitch's first book, Six Pixels of Separation, named after his successful blog and podcast is a business bestseller. His second book, CTRL ALT Delete, was named one of the best business books of 2013 by Amazon. Mitch is the host of Six Pixels of Separation podcast, which has been running since 2006 with over 700 episodes. He is frequently called upon to be a subject matter expert for publications like Fast Company, Strategy, Forbes, and many other radio, television, digital and print outlets. He is a columnist and journalist for I Heart Radio, Harvard Business Review, and Inc. Magazine. Mitch was awarded the highly prestigious “Top 40 Under 40”.



**David Meerman Scott** - marketing & business growth strategist, entrepreneur, advisor to emerging companies, and author of 11 books, including the international bestseller “The New Rules of Marketing and PR”. David Meerman Scott spotted the real-time marketing revolution in its infancy and wrote five books about it including “The New Rules of Marketing and PR”, with more than 400,000 copies sold in English and available in 29 languages. He pioneered the concept of “newsjacking”, what he describes as the art and science of injecting your ideas into a breaking new story to generate tons of media coverage, get sales leads, and grow business. It has been a marketing strategy so popular that in 2017 “newsjacking” was listed in the Oxford English Dictionary (OED) and short-listed by OED for 2017 word of the year. Now David says the pendulum has swung too far in the direction of superficial online communications. Tech-weary and bot-wary people are hungry for true human connection. Organizations have learned to win by developing what David calls a “Fanocracy” - tapping into the mindset that relationships with customers are more important than the products they sell to them. His new Wall Street Journal bestselling book “Fanocracy: Turning Fans into Customers and Customers into Fans” was released in January 2020.