



# Bruno Giussani

European Director of the TED Conferences



## CSA CELEBRITY SPEAKERS

Bruno Giussani is an ideas curator, a writer and an expert on the social, political and economic impacts of technological innovation. He is the European director of TED, a global non-profit devoted to "Ideas Worth Spreading". Bruno is also a member of the Board of Tinext in Switzerland, a software company he co-founded. Through his consultancy, Giussani Group LLC, he advises private and public organisations.

### A futurologist with his feet firmly on the ground

#### In detail

Previously, for almost 20 years Bruno has written about current affairs and about technology and innovation for a number of publications in Europe and the U.S. including the New York Times, the Wall Street Journal Europe, the Economist, the European editions of Wired and more. He has won awards for both his writing and his blogging. For four years he was an executive in charge of online strategy at the World Economic Forum, and he has co-founded two other technology companies.

#### What he offers you

Bruno shares his knowledge of developing passionate communities, creating spaces for engagement and fostering action, disseminating information and knowledge, promoting education and training. Bruno engages his audience through the power of great ideas and good thinking to peacefully change the world for the better through creativity, innovation and commitment.

#### How he presents

Bruno's presentations are inspiring, educational and challenging and are always well-received by audiences from around the globe.

#### Topics

The Social Life of Ideas  
Helping Ideas Spread  
Innovative Creativity  
Communities  
Science and Technology

#### Languages

He presents in Italian, English and French.

#### 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

##### 2003

Storia di @

##### 2002

Senza Fili

##### 2001

Roam, Making Sense of the Wireless Internet



Bruno was very professional and gave an inspiring and positive presentation, with lots of colour and examples - Partner of Promotion

