



# Peter Hinssen

Acclaimed Author and Serial Entrepreneur



## CSA CELEBRITY SPEAKERS

Peter Hinssen is one of Europe's thought leaders on the impact of technology on our society. He has moved on from a deep passion for all things technology to believing that digital is 'merely' a spark, an enabler and that networks are the true drivers of progress.

**"He is one of Europe's esteemed thought leaders in the field of technology"**

### In detail

Peter has a master's degree in Telecommunications and Electronic Engineering from Ghent University, Belgium. After graduating he joined Alcatel Telecom working in the Multimedia Research Centre. He was involved in the design and implementation of Interactive Television. He collaborates with organisations in the areas of IT Strategy, Transformation, Fusion and Coaching around the world. He is the Co-founder of Across Group and Chairman of Across Technology and is currently involved as a coach to executives to develop perspectives on the future and how to drive innovation. Peter lectures at various business schools in Europe like the London Business School, is a Senior Industry Fellow at the 'Center for Digital Transformation' of the 'The Paul Merage School of Business' at UC Irvine and functions as a board advisor on disruptive and digital innovation.

### What he offers you

Peter shares his focus on the consumer adoption of technology, on the impact of the networked digital society and on the alignment between business and IT. He helps organisations to understand and leverage how digital has disrupted entire industries and business models. Through disruptive, organisational and digital inspiration, he helps them to survive the fast flowing network our environment has become and shows them how they can thrive in it.

### How he presents

His presentations are always a wake-up call, making you think about things differently. Peter is a born entertainer, mixing humor with personal anecdotes and insights in the way IT and business work.

### Topics

The New Normal  
Flip: When Companies Re-boot in the World of the New Normal  
Flux: When Markets Become Networks of Information  
Fusion: When Organisations Become Networks of Innovation  
Trends  
Towards IT Leadership

### Languages

He presents in 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 or e-mail us.

### Publications

#### 2014

The Network Always Wins

#### 2010

The New Normal: Explore the Limits of the Digital World

#### 2008

Business/IT Fusion