HiCue speakers
Higher Content & Inspiration



MARIANA MAZZUCATO

One of Top 5 Major Economists according to Forbes, is Professor in the Economics of Innovation and Public Value at University College London (UCL)

- One of the world's most influential economists on a mission to save capitalism from itself
- Founding Director of the UCL Institute for Innovation & Public Purpose
- Author, "Mission Economy" and highly-acclaimed books
- Her research focuses on the relationship between financial markets, innovation, and economic growth—at the company, industry and national level
- One of the 50 most creative people in business in 2020 by Fast Company, and one of the 25 leaders shaping the future of capitalism by WIRED.
- Advises policy makers around the world, including Denmark, the UK, Austria, South Africa and even the Vatican

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Mariana Mazzucato (PhD) is Professor in the Economics of Innovation and Public Value at University College London, where she is Founding Director of the UCL Institute for Innovation & Public Purpose (IIPP). Her previous posts include the RM Phillips Professorial Chair at the Science Policy Research Unit at Sussex University.

She is the winner of international prizes including the Grande Ufficiale Ordine al Merito della Repubblica Italiana in 2021, Italy's highest civilian honor, the 2020 John von Neumann Award, the 2019 All European Academies Madame de Staël Prize for Cultural Values, and the 2018 Leontief Prize for Advancing the Frontiers of Economic Thought. Most recently, Pope Francis appointed her to the Pontifical Academy for Life for bringing 'more humanity' to the world.

She is the author of The Entrepreneurial State: Debunking Public vs. Private Sector Myths, The Value of Everything: Making and Taking in the Global Economy, Mission Economy: A Moonshot Guide to Changing Capitalism, and The Big Con: How the Consulting Industry Weakens our Businesses, Infantilizes our Governments and Warps Our Economies.

Mariana advises policy makers around the world on innovation-led inclusive and sustainable growth. Her roles have included for example Chair of the World Health Organization's Council on the Economics of Health for All, Co-Chair of the Global Commission on the Economics of Water, Co-Chair on the Council on Urban Initiatives, and a member of the South African President's Economic Advisory Council. Previously, through her role as Special Advisor for the EC Commissioner for Research, Science and Innovation (2017-2019), she authored the high-impact report on Mission-Oriented Research and Innovation in the European Union, turning "missions" into a crucial new instrument in the European Commission's Horizon innovation program, and more recently, authored a report with the UN's Economic Commission for Latin America and the Caribbean (ECLAC) on Transformational Change in Latin America and the Caribbean: A mission-oriented approach.

TEMAS

Professor Mazzucato tailors each presentation to the needs of his audience and is not limited to the topics we have listed below:

- Economics and Finance
- Innovation
- Business
- Strategy
- Geopolitics
- ESG

PROGRAMAS

Directing Finance

Finance is not neutral: the structure and type of public finance affects what happens in the real economy. Providing patient and long-term finance to willing organizations can help steer an economy toward meeting its challenges. How can we shape and direct finance in a more outcomes-oriented way to ensure that the resulting structural change is inclusive and sustainable? Which financial institutions are needed to direct public finance towards societal goals?

Rethinking Value

Value creation is assumed to occur in business and only facilitated by public and other actors. This premise builds on false assumptions. Value is created collectively, including by direct investments of state-led institutions. If value is created collectively, how can it also be shared more equally? How can collective value become central to how the government interacts with business and civil society?

Shaping Innovation

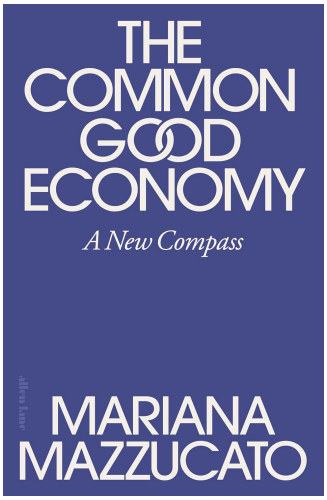
The state plays a key role in driving innovation- and investment-led growth. It is critical to consider how scientific and technological advances can be steered to tackle societal challenges. How can innovation be stimulated and governed with public value at its core? What are the ways in which industrial strategy can help pick ambitious objectives and coordinate a holistic response with willing actors?

Transforming Institutions

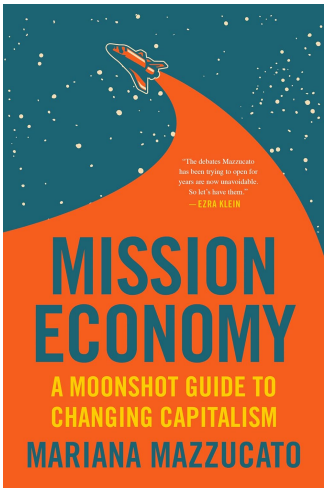
Capable institutions are a crucial pre-requisite for achieving ambitious goals in key policy areas. It is critical to have coordination among public institutions – going beyond a narrow intra-departmental logic. How can public purpose-driven and dynamic institutions be created? What does building the necessary internal competencies entail?

PUBLICACIONES

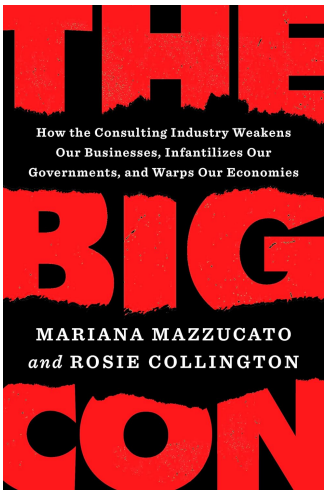
Libros



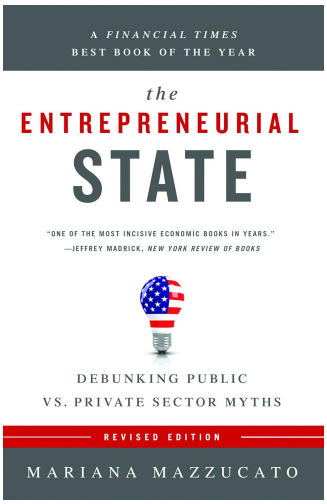
THE COMMON GOOD ECONOMY



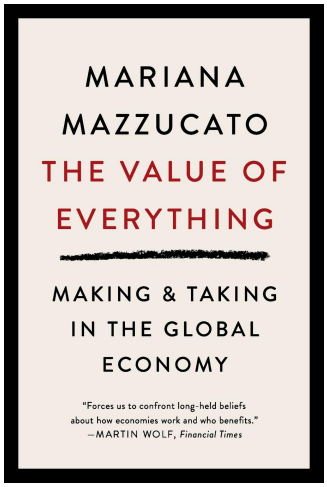
MISSION ECONOMY



THE BIG CON



THE ENTREPRENEURIAL STATE



THE VALUE OF EVERYTHING

Artículos

The Crisis of Modern Day Capitalism - Bloomberg
How to Make the Green Economy a Just Economy - Foreign Affairs
We won't tackle the climate crisis unless we transform the financing - Financia...
To understand the risks posed by AI, follow the money - The Conversation

TESTIMONIALES

"Mariana Mazzucato wants liberals to talk less about the redistribution of wealth and more about its creation. Politicians around the world are listening."

New York Times

"Mariana forces us to confront long-held beliefs about how economies work."

Pope Francis

"This economist has a plan to fix capitalism. It's time we all listened."

Wired

CONDICIONES

- **Travels from:** London
- **Fee Range:** Please Inquire