



PETER HINSSEN

Global innovation strategist, serial entrepreneur and bestselling author helping leaders thrive in the “Never Normal” of constant change

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- Global voice on innovation: One of Europe’s leading thinkers on technological evolution, innovation strategy and adaptive leadership, with more than 1,500 keynotes delivered worldwide
 - Serial technology entrepreneur: Built and successfully exited multiple technology companies and served as Entrepreneur in Residence at McKinsey & Company, bringing a practitioner’s perspective to transformation and disruption
 - Bestselling author: Author of six business books, including The Uncertainty Principle, The Phoenix and the Unicorn and The Day After Tomorrow, exploring how organizations can reinvent themselves and thrive through radical change
 - Trusted by global organizations: Has worked with companies and organizations including Google, Apple, Amazon, Microsoft, BMW, L’Oréal, PepsiCo, HSBC, Unilever, Bloomberg and the Bill & Melinda Gates Foundation

- Dynamic and engaging speaker: Combines strategic depth, powerful storytelling, real-world cases, optimism and dry humor to make complex technological and business transformations accessible and actionable
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Peter Hinssen is a global keynote speaker, bestselling author, serial entrepreneur, start-up and scale-up investor, business school lecturer and one of Europe's leading voices on innovation, technology and adaptive leadership.

A self-described "pathological optimist," Peter believes organizations can turn uncertainty and disruption into opportunities to build a better "Day After Tomorrow." His presentations combine technological foresight with practical business strategy, helping leaders understand how AI, radical innovation and constant change are reshaping their organizations and industries.

Peter spent more than fifteen years building technology companies. His ventures include e-COM, acquired by Alcatel-Lucent; Streamcase, acquired by Belgacom; and Porthus, which went public before being acquired by Descartes. He also served as Entrepreneur in Residence at McKinsey & Company and founded nexxworks, which helps organizations navigate innovation and the ["Never Normal."](#)

He is the author of six bestselling business books and lectures at leading business schools, including London Business School. Over his career, Peter has delivered more than 1,500 keynotes and worked with many of the world's leading companies.

TEMAS

Peter tailors each presentation to the needs of his audience and is not limited to the topics listed below. Please ask us about any subject that interests you:

- Artificial Intelligence
- Innovation

- Digital Transformation
 - The Future of Business
 - Adaptive Leadership
 - Disruption
 - Strategy
 - Organizational Reinvention
 - Technology
 - Uncertainty & Change
 - Future of Work
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PROGRAMAS

Peter Hinssen helps leaders understand how technology, AI and relentless disruption are reshaping the rules of business. With optimism, humor and powerful real-world examples, he transforms uncertainty from something organizations fear into a source of innovation and opportunity. His keynotes challenge leaders to look beyond today, reinvent continuously and build organizations capable of thriving in the “Never Normal.”

The Uncertainty Principle

In an era defined by technological, geopolitical, social and economic disruption, uncertainty is often treated as something leaders need to minimize. Peter Hinssen challenges that assumption. He argues that uncertainty is also where extraordinary opportunities emerge. Drawing on strategy, foresight, organizational design, culture, innovation and the future of work, Peter shows leaders how to reframe adversity and use uncertainty as a catalyst for progress. His message is one of “active hope”: rather than slowing down in response to disruption, organizations need the courage to move faster, think bigger and reinvent themselves for what comes next.

The Phoenix and the Unicorn

Most organizations will never become disruptive startup unicorns—but they can learn to become Phoenixes: established companies capable of reinventing themselves again and again. Through compelling cases and practical frameworks, Peter explores how organizations can respond to continuous change by transforming their culture, customer

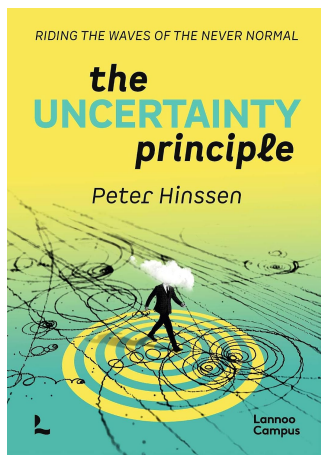
experience, organizational structure and approach to innovation. The keynote moves beyond understanding disruption to address the more important question: how can established organizations actually make innovation happen?

AI Unveiled / The Era of Augmented Intelligence

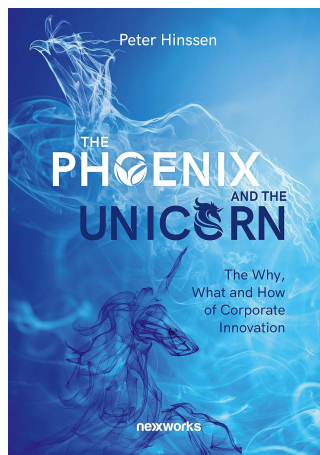
Peter takes audiences beyond the hype surrounding artificial intelligence to understand what AI really means for organizations. He explores the evolution of AI and generative AI, separates myths from reality and examines both its extraordinary potential and its limitations. Most importantly, Peter provides leaders with a practical roadmap for integrating AI into their organizations—from readiness and data to culture, governance and implementation—showing how AI can become a catalyst for innovation, better decision-making and competitive advantage.

PUBLICACIONES

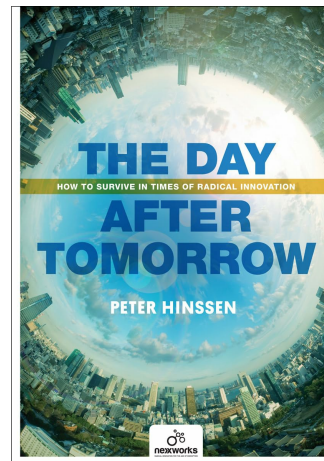
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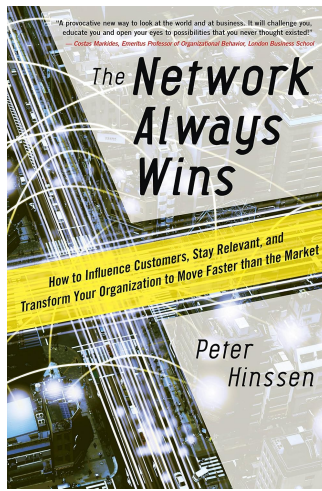
THE UNCERTAINTY
PRINCIPLE



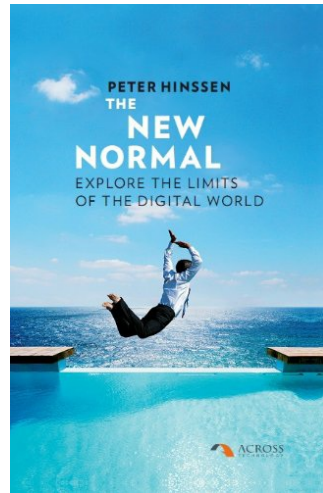
THE PHOENIX AND THE
UNICORN



THE DAY AFTER
TOMORROW



THE NETWORK ALWAYS
WINS



THE NEW NORMAL

Artículos

[NEWSLETTER: The Never Normal](#)

CONDICIONES

- **Travels from:** Ghent, Belgium
 - **Fee Range:** Please Inquire
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