



Andreas Ekström focuses on the Digital Revolution seen from the role of a futurist looking at all disciplines of society. He is a senior writer at the Swedish newspaper Sydsvenskan and an author of several books. In his acclaimed volume 'The Google Code' he turns his journalistic curiosity towards the increasing influence of Google in our society.

TOPICS:

- What We Have Got Wrong About AI
- From Customer to Fan
- Because Sweden: Understanding the Future through the Weirdest Country in the World
- Seven Ways to Own the World
- The Power of &

LANGUAGES:

He presents in English and Swedish.

PUBLICATIONS:

- 2019** On Finding
- 2012** Främling. En bok om Carola
- 2010** The Google Code
- 2010** Jag kräver att ni läser vaket och långsamt. Samtal med författare
- 2008** Lunds Universum
- 2006** Hemliga Pappan
- 2004** Ordlekar
 - Seven Ways to Own the World
 - The Power of &

IN DETAIL:

Andreas' mission is to educate for digital equality. Today, he talks not only about Google, but uses a wider scope to understand the companies and behaviours that have become culturally, technologically and commercially drivers of change at all levels of society. He focuses his journalistic instincts on the good and the bad of the biggest power players in the digital world and considers what organisations can learn from them. He looks into new user demands, gathering of data, design and technology strategies. Andreas was a TEDx speaker in 2013 and again in 2015; the second time around picked up by TED.com, which gave his talk an audience of well over a million people. The talk has been translated into more than 30 languages and has made Andreas one of Europe's most sought-after futurists.

WHAT HE OFFERS YOU:

In his presentations Andreas analyses how the digital revolution affects people, business and public life and helps decision makers to understand the tech world from a human perspective.

HOW HE PRESENTS:

Andreas is a captivating storyteller, delivering thought-provoking presentations with humour and boundless passion.