



**TED** Ideas worth spreading



## BRUNO GIUSSANI

**European Director of TED.**

World Expert in Technology and Innovation

CONFERENCIANTES **BCC**

INTERNATIONAL SPEAKERS

**Bruno Giussani** is an idea curator, a writer, a **keynote speaker** and an expert on the **social, political and economic impacts of technological innovation**. He is the **European director of TED**, a global nonprofit devoted to "Ideas Worth Spreading"

Through events, multilingual videos, the Web, an award and a fellowship, and encouraging a broad involvement of its members, TED nurtures the power of great ideas and good thinking to peacefully change the world for the better through creativity, innovation and commitment.

Giussani is also a member of the Boards of Tinext, a Swiss software company he co-founded, and of the Knight Fellowships at Stanford University, in California.

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.

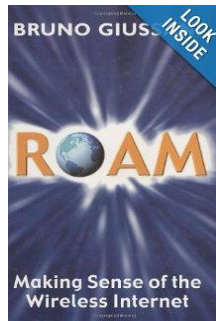




Through his firm, Giussani Group, he also advises corporations and public organizations. Previously, for almost 20 years Giussani has held various editorial, reporting and contributing positions and written about current affairs and about technology and innovation for a number of publications in Europe and the U.S. including the New York Times, the Wall Street Journal Europe, the Economist, the European editions of Wired, Il Sole-24Ore (Italy), L'Hebdo and Neue Zürcher Zeitung (both Switzerland), Libération (France) and more. He has won awards for both his writing, his blogging and for editing one of the first European news websites in the 1990s.

He's the author of several books, including "Roam. Making Sense of the Wireless Internet" (Random House, 2001/2002) which the International Herald Tribune reviewed as follows: "The book bursts the bubble of mobile hype and then explains why wireless communications really matters and how it works". For four years Giussani also was an executive in charge of online strategy at the World Economic Forum, and he has co-founded two other technology companies.

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

