



NICOLAS DESANTIS

GLOBAL VISION STRATEGIST

Internet Entrepreneur
Brand & Business Model Innovator
Speaker & Media Commentator
President of Gold Mercury International Think Tank

CONFERENCIANTES **BCC**
INTERNATIONAL SPEAKERS

Global vision and innovation strategist,
internet entrepreneur, regularly featured
by the global media and as a speaker.

Nicolas advises companies and governments on sustainably driven corporate and brand visions, business model innovation and cultural transformation. He has focused his career on the development of foresight tools, developing new strategic vision and governance frameworks to advance the way that corporations and governments anticipate the future, in order to make more sustainable decisions and achieve long-term business growth.

Today, as a leading futurist and strategy advisor, Nicolas's expertise includes work for leading CEOs, global brands, international organisations and governments. Prior to joining Gold Mercury, Nicolas was an internet entrepreneur, who started influential and high profile internet companies, such as opodo.com: the travel website co-owned by British Airways, Air France, Alitalia, Iberia, KLM and Lufthansa. With gross sales of over €1.5 billion, opodo has become Europe's most successful internet travel business.





CONFERENCIANTES **BCC**

INTERNATIONAL SPEAKERS

GROUNDBREAKING SPEAKING PLATFORMS & BRANDED CONTENT

GLOGO

Nicolas created GLOGO® – The Global Governance System for Planet Earth, an anticipatory governance system to develop foresight and organize complexity in our planet. GLOGO® organises our planet in 8 major global areas, identifies the key global challenges and monitors the key signals that could lead to major paradigm shifts and transformations in global areas and industries.

“I fully support GLOGO, this unprecedented and critical initiative to monitor and progress governance and decision making around the world. GLOGO will foster active participation in global affairs and help change our mindset about our role as global citizens.”

Federico Mayor Zaragoza, Former Director General of UNESCO

BRAND EU

The European Union is lacking an identity. It is distant from its citizens, suffering constant Eurosceptic attacks, and is not doing a very good job in defending itself or articulating a future vision of Europe. BRAND EU is a newly launched project to create a brand strategy for the European Union, so that Europeans and the world can finally understand the EU and its purpose, and generate an emotional connection with the EU Brand.

“The man with the job of repositioning the EU brand!”
CNBC



BRAND WARS – THE WAR FOR ATTENTION

Each year \$1 TRILLION is spent on marketing and advertising globally to capture people’s attention. BRAND WARS focuses on the future of brands and how to win the BRAND WARS in the ATTENTION ECONOMY.

Nicolas is a media commentator and is regularly featured in the media covering a variety of issues ranging from globalization, to branding & business model innovation, global meta-trends, European Union, global governance and sustainability. Nicolas appears regularly on CNN, CNBC, EL PAIS, ALJAZEERA, TIME MAGAZINE, WALL STREET JOURNAL, FUJI TV & The New York Times, to name just a few.

Topics

- ❖ Goglo: Future Thinking for a New Sustainable Civilization
- ❖ Brand EU: Branding Strategy
- ❖ Brand Wars: The War for Attention
- ❖ Globalization
- ❖ Global meta-trends
- ❖ European Union
- ❖ Global governance and sustainability

