



# Laurent Haug

Leading Digital Expert and Entrepreneur

"We cannot predict the future, but we can invent it"

Laurent Haug is an innovator, entrepreneur, observer, strategist, creative matchmaker and investor guiding industry leaders, start-ups and policy makers through the intricacies of emerging technologies and the larger social and economic changes that shape them.

## TOPICS:

- How Innovators Think: What the Mindset of Innovators Can Teach Us
- Technological Trends and their Impact on Business
- Consumer Retail Trends
- The Impact of Digital in Business

## LANGUAGES:

He presents in English and French.

## PUBLICATIONS:

2016 How Innovators Think

## IN DETAIL:

Founder of LiftLab, a company aimed at helping others prepare and anticipate changes in technology, Laurent's company became so successful that he launched the Lift Conference that offered attendees the chance to hear about these changes. An expert advisor for over 25 years, Laurent has been advising a range of international clients on anticipating the opportunities and challenges of new technologies. Some of his clients include global organisations, such as the International Olympic Committee, WIRED, Enel, Vinci, World Economic Forum, McDonalds, TEDx, Pictet and Google. Laurent has provided expert knowledge to a number of Swiss and international media publications and broadcasters on the impact of technology and its benefits.

## WHAT HE OFFERS YOU:

Laurent helps fortune 500 companies and start-ups navigate the opportunities and challenges presented by the digital revolution. He explains how to anticipate disruptions using his experience and network to turn them into long term value for current and future digital native customers.

## HOW HE PRESENTS:

Laurent loves making complex things accessible. He speaks with enthusiasm and pragmatism, making sure he is cutting edge in both content and accessible in form.