

Gerd Leonhard, Media Futurist, Author, Web2.0 Entrepreneur



As a Media Futurist and one of the world's leading digital media experts, and as the Author of "The End of Control" (2007) and the Co-Author of the acclaimed book "The Future of Music" (2005, Berklee Press), Gerd Leonhard is deeply immersed in the digital media & entertainment space, and is internationally known as a thought-leader as well as an eye-opening speaker and presenter.

His second book "The End of Control" was released online at www.endofcontrol.com, for free, in October 2007, expanding the scope of his work from Music into TV, Radio, Publishing, Games and Interactive Media.

Gerd Leonhard speaks on the Future of Content, Media & Entertainment, Communications & Technology, and has an unrivalled grasp of a plethora of topics. He is well versed in a wide range of technological, business, legal, social and cultural issues, and has a unique gift for realizing and addressing the core issues that face his audience. A widely quoted and universally respected digital media visionary and thought leader, Gerd is hard-hitting and provocative yet engaging as a speaker, and quickly brings the future into a clear perspective while delivering powerful and valuable insights that create immediate benefits for his audience. The WSJ has called Gerd "of the top media futurists in the world".

Digital technologies, social media, the "culture of participation", the 'attention economy' and the increasing pace of convergence is changing every business, every process, and most ways how people communicate, and create or consume media 'content'. Gerd focuses on these subjects, uncovers trends and patterns, outlines possibilities and opportunities, and gets his audience to truly embrace change.

Based in Basel, Switzerland, Gerd Leonhard has spent over twenty-five years in new technology and entertainment, both in the U.S. as well as in Europe. Gerd has busy schedule talking about the Future of Media at tradeshows, conferences, think-tanks and leading events world-wide, as well as on many online audio & video channels and web-forums such as Media Conversations and Future Talks.

As a Futurist, Gerd focuses on the Media, Entertainment and Communications industries.