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PETER HINSSEN

Peter Hinssen likes to describe himself as a pathological optimist. He firmly believes that companies can and should build a better, brighter and bolder Day After Tomorrow.

Peter is a top ranked and world class speaker on technological evolution, innovation strategy and adaptive leadership. He brings his content with a unique combination of depth, clarity, positivity, and a dry sense of humor.

Peter has collaborated with Fortune 1000 companies and leading brands like Google, Apple, Facebook, Amazon, Accenture, LVMH, Hermes, HP, Microsoft, Bloomberg, Gartner, Danone, Chanel, LinkedIn, HSBC, Airbus, Sanofi, The Bill and Melinda Gates Foundation, Honeywell, SAS and many more. He also lectures at renowned business schools like the London Business School and the MIT Sloan School of Management.

Peter is the author of five bestselling business books. '[The Phoenix and The Unicorn](#)' (2020) is a book about Phoenixes: companies that are able to rethink themselves in cycles, just like the mythical bird. '[The Day After Tomorrow](#)' (2017) is about the benefits of long-term thinking in times of radical innovation. '[The Network Always Wins](#)' (2014) explains how and why companies have no choice but to become a network when the outside world has evolved into one. In '[The New Normal](#)' (2010), Peter writes about how companies should explore the limits of the digital world, and what happens when technology just becomes 'normal'. '[Business/IT Fusion](#)' (2008) is a guide about how to solve the conflict between business and IT.

For more than fifteen years, Peter led a life of technology start-ups. His first company e-COM was acquired by Alcatel-Lucent, his second, Streamcase, by Belgacom, and Across Technology by Delaware Consulting. His third venture (Porthus) was quoted on the stock exchange in 2006 and acquired by Descartes. Between start-ups, he has been an Entrepreneur in Residence with McKinsey & Company, with a focus on digital and technology strategy. Peter's current company nexxworks inspires and connects organizations so that they can thrive in the Never Normal.

Peter is also a multiple board advisor at leading companies like Belfius, Mediahuis and Ergon Capital on subjects related to innovation and technology.