
Christian Busch



Prof. Dr. Christian Busch is a world-leading expert on innovation, purpose-driven leadership, and cultivating serendipity. He directs the CGA Global Economy Program at New York University, and also teaches at the London School of Economics.

Previously, he co-directed the LSE's Innovation Lab and co-founded the Sandbox Network, a global community of young innovators, as well as Leaders on Purpose, an organization convening leading CEOs. He is a member of the World Economic Forum's (WEF) Expert Forum, a Fellow of the Royal Society of Arts, and among Diplomatic Courier's "Top 99 Influencers" and the Thinkers50 Radar list of 30 thinkers "most likely to shape the future".

Christian's bestselling book, *The Serendipity Mindset* (Penguin Random House), has been highlighted as a "wise, exciting, and life-changing book" (Arianna Huffington) and a "bracing and hopeful antidote to a world addicted to efficiency and control" (Daniel Pink) that "offers practical guidance for all" (Paul Polman), and was featured on platforms such as the BBC, Harvard Business Review, and Forbes. His research has been published in world-leading journals such as the Strategic Management Journal, and he regularly speaks at conferences such as TED/TEDx, World Economic Forum, and Financial Times Sustainability Summit.

TESTIMONIAL

"We were privileged to have Christian Busch as a keynote speaker at the Amadeus Online Connect 2016 in Berlin couple of days ago. We worked closely before the event and the preparation work went extremely smoothly. All milestones were met in advance. His presentation was highly appreciated, due to the quality of content and his energy on stage. Christian really captured the attention of our 350 invitees! Many of them came to talk to him afterwards to continue the conversation and Christian was quoted on Twitter and LinkedIn." - WEMEA Marketing Manager, Amadeus