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# BRUCE DAISLEY



Former European Vice President of Twitter and Expert on Work Culture

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## Topics

- Business
- Future
- Management
- Technology

Bruce Daisley is a best selling author and technology leader from the UK. He spent 8 years as EMEA Vice President for Twitter having joined the company in 2012. Prior to this, Daisley ran YouTube UK at Google and he has also worked at Emap/Bauer and Capital Radio. Daisley is an expert on the transformations that modern work is undergoing – acting as a consultant for a wide range of companies – from the hottest new technology sensations to centuries-old primary production firms. Whether addressing governmental bodies or banking organisations Daisley has been praised for sharing an inspiring vision of the future work and leaving audiences with actionable insights into their own companies.

His 2019 book on improving work culture, “The Joy of Work”, was the Sunday Times number one business bestseller in spring 2019 which also went on to be named The Financial Times made it Book of the Month It came runner-up in the CMI Management Book of the Year Awards and has over 100 five star Amazon reviews. Professor Sir Cary Cooper described it as ‘a joy to read’ and best-selling business author Dan Pink said it ‘can help transform your work experience’. Bruce Daisley has been awarded ‘Greatest Individual Contribution to New Media’ by New Media Age. He has been rated as the top leader in digital media by Campaign Magazine, placing him 7th in the overall media market. In a survey of CEOs and MDs, Bruce was named the “Fantasy Hire” that most leaders would like to make. He often places as the top-rated speaker at conferences in the US and the UK. Highlighting the importance of improving work culture, his book, “Eat Sleep, Work Repeat”, is a compelling manifesto for an era overwhelmed with work pressures. It was commissioned as a follow-up to his Apple number one business chart-topping podcast. He is currently writing a new book which is on the subject of resilience.

Bruce was trained by Vice President Al Gore as part of his Climate Reality leadership program. As part of this Bruce has presented to thousands of people at various organisations around the world driving discussions about solutions to climate change. Bruce Daisley grew up on a council estate in Birmingham. He started his working career in fast-food restaurants to help him pay his way to become the first member of his family to ever go to university. After dozens of rejections, Bruce landed his first career role by taking a risk and drawing a cartoon CV of his life. Twenty years on, having worked in radio and magazines, he’s made his way to work in technology firms like YouTube, Google and Twitter.