
PETER HINSSEN

One of Europe's most respected thought leaders on the impact of technology on our society

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Topics

- Digital
- Future
- Technology

Peter Hinssen is a serial entrepreneur, adviser and keynote speaker on the topics of radical innovation, leadership and the impact of all things digital on society and business. For more than fifteen years, Hinssen 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.

Hinssen's current company nexxworks helps organisations become fluid, innovate and thrive in The Day After Tomorrow. Hinssen has given numerous keynote speeches around the world, among which those for Google Think Performance, Nimbus Ninety, Gartner, NEXT Berlin, Tedx, PayPal, MasterCard, Microsoft, CIO City, SAS, Accenture and Apple. He lectures at renowned business schools like the London Business School, the MIT Sloan School of Management and the Paul Merage School of Business at UC Irvine. He is also a multiple board advisor on subjects related to innovation and technology.

Hinssen is the author of five bestselling business books. 'The Phoenix and The Unicorn' (March 2020) is a book about the Phoenix, about those companies that – just like the mythical bird – are able to rethink themselves in cycles: time and time again they rise from the ashes of the old, and come out stronger than ever before. 'The Day After Tomorrow' (June 2017) is about surviving 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), Hinssen 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.