



For more than two decades **Noreena Hertz's** economic predictions have been accurate and ahead of the curve. In her #1 best-selling book "The Silent Takeover", Hertz predicted that unregulated markets and massive financial institutions would have serious global consequences whilst her 2005 best-seller, "IOU: The Debt Threat", predicted the 2008 financial crisis. Her books have been translated into 17 languages.

Many have described Professor Hertz as a visionary and she is one of the most influential economists on the international stage. Her unique, integrated approach combines traditional economic analysis with foreign policy trends, psychology, behavioural economics, anthropology, history and sociology. And her work is considered to provide a much needed blueprint for rethinking economics and corporate strategy.

Hertz is the Duisenberg Professor of Globalization, Sustainability and Finance based at Duisenberg School of Finance, RSM, Erasmus University and University of Cambridge. She is also a Fellow of University College London. She has a PhD from the University of Cambridge, an MBA from the Wharton School of the University of Pennsylvania and a BA from University College London.

Noreena played an influential role in the development of (RED), an innovative commercial model to raise money for people with AIDS in Africa, having inspired Bono (co-founder of the project) with her writings. She advises major multinational corporations, CEOs, NGOs and politicians, as well as start-up companies, and sits on various corporate and charitable boards. Her op-ed pieces have been published in newspapers such as "The Washington Post", and "The Financial Times" and she is regularly profiled and featured in leading print and television media ...

## Noreena Hertz

### Speech Topics

- Women in Business
- Innovation
- Economics
- Attitude

