

# Magnus Lindkvist

Internationally respected trend-spotter and futurologist

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## About

Magnus Lindkvist is a trend spotter and futurologist who weaves together the most important and exciting current trends to forecast what life, society and business might look like in the future. With a uniquely energetic speaking style, his talks are a multimedia-infused boost of intellectual inspiration about topics ranging from trend spotting and innovation to future-living and the business world of tomorrow.

Magnus is a graduate of Stockholm School of Economics and UCLA School of Film, Television and Theatre and has made a career out of fusing the measurability and tangibility of the business world with the imaginative storytelling of Hollywood. The result is a journalist's relentless curiosity, the rock-solid knowledge of an economist and the thirst of an unrelieved rock star to mesmerize an audience.

With a background in management consulting and brand strategy, Magnus Lindkvist formed his own company in 2005 to fill a gap in the market - helping companies with actionable insights about future trends and shifting from nice-to-know futurology into need-to-know trend spotting. He has worked with some of the world's leading companies within IT, media, financial services, logistics and manufacturing. The company is located in Stockholm, Sweden and currently employs 15 people ranging from quantitative analysts to behavioural scientists.

He is an active contributor to TED, the technology, entertainment and design conference based in California with conferences held all over the world. In 2009, he won the "Business Speaker of the Year" award in Sweden. He's also created the world's first academically accredited course in Trendspotting and Future Thinking at Stockholm School of Entrepreneurship.

You will find Magnus Lindkvist speaking all over the world for firms such as Goldman Sachs, The BBC, MTV, KPMG, Coca-Cola, and McDonald's, to name a few.

He is regarded as THE person to turn to for insight into future trends.

## Video



## Testimonials

## Testimonials



Incredibly rich and thought-provoking presentation. You rallied my team and took us out of our comfort zone where we need to tread if we are to exploit tomorrow's business possibilities

CEO, Pan-European Financial Services Provider.



With a great sense of humour and razor-sharp examples, Magnus Lindkvist combines reflections on historical events with predictions about the future to make us aware of changes in the world around us that may be hard to discover. He's hot, unpredictable and has a nerve in his performances that is unique for Scandinavian and European speakers. Intelligent like a scientist, funny as a stand-up comedian and with the presence of a fire alarm, Magnus stirs our curiosity and leaves few audience members unmoved.

Business Speaker of the Year, 2009.



From all of us, a sincere and heartfelt thank you, Magnus. Your presentation was rated 6 out of 6 for content and skills. The highest we have ever had at any conference in the past

CEO, global media firm.



Many thanks for your exceptional presentation today. I could tell everyone was very enthusiastic about it - a perfect finish to our meeting. I look forward to referring others to engage with you for their events.

Jeff Womack, NTT Data, Inc.



Magnus Lindkvist's presentation was very well received. This session got a unanimous maximum score on all the evaluation forms. I found his presentation very professionally brought, very lively and both engaged and entertaining.

Jan De Roeck, Director Solutions Management Esko.



Magnus Lindkvist was the undisputed STAR (in capital letters) in a series of Future-themed conferences ACCA organised in Hong Kong, Singapore, Shanghai, Kuala Lumpur and Beijing in May 2014. Despite the gruelling travel schedule we put him through, Magnus was the consummate performer throughout, displaying perfect showmanship in every single 'show' and maintaining his high energy level all the way till the last conference. Magnus' keynote speech in each market reconfigured the minds of our conference delegates, setting them up perfectly for the invigorating discussion that followed on how businesses and the

finance profession should future-proof themselves. Feedback from all five cities was overwhelmingly positive and the delegates simply could not get enough of Magnus! We could not have wished for a more suitable keynote speaker.

Chun Wee Chiew - Head of Policy, Asia Pacific, ACCA.

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Just wanted to say thank you again for one of my top 3 favorite keynotes of all time (I've been doing this for 10 years, so that is saying something). I've heard so many good things about you from others in my organization- and they were all true!

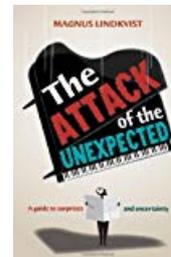
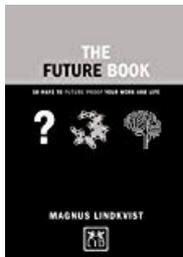
Kelly Schram, FEI Munich.

“

Magnus was great. The session achieved exactly what I needed it to. He was a pleasure to deal with all afternoon and the talk got rave reviews.

Andy Hedge, Xchanging Plc

## Books and DVD's



### TAGS FOR MAGNUS LINDKVIST

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