

Gerd Leonhard

Futurist, Author, Keynote Speaker, Author, CEO The Futures Agency, Host of The Future Show, Film Maker

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Summary

Gerd is a widely respected, top-rated futurist, with over 1500 engagements in the past 15 years and a combined audience of over 1 million people. He focusses on near- future, 'nowist' observations and actionable foresights in the sectors of humanity, society, business, media, technology and communications. Gerd is an influential author, a sought-after executive 'future trainer' and a trusted strategic advisor. His latest publication is 'Technology vs Humanity' www.techvshuman.com. Gerd is the co-author of the best-selling book The Future of Music and the author of 4 other books on the future.

Gerd is the host of the web-TV series TheFutureShow and the CEO of TheFuturesAgency, a global network of over 40 leading futurists.

Gerd is considered a leading voice on a wide range of topics including digital transformation, artificial intelligence and cognitive computing, the opportunities and challenges of being human in an exponential society, a sustainable business and cultural ecology, social media and communications, TV / film, radio and broadcasting futures, mobile content and commerce, innovation, leadership and entrepreneurship, 'hard-future' consumer trends, (wo)man-machine futures, the IoT, big data and automation, next-generation advertising, marketing and branding, as well as sustainability and related 'green future' topics.

In 2006, The WSJ called Gerd 'one of the leading Media Futurists in the World', and in 2015 Wired Magazine appointed Gerd #88 of the top 100 influencers in ICT in Europe. Gerd's keynotes, speeches and presentations are renowned for their hard-hitting and provocative yet inspiring, often humorous and always personal motivational style.

Gerd is a fellow of the Royal Society for the Arts (London) and a member of the World Future Society. A native German, Gerd resides in Basel, Switzerland, and also maintains an office in San Francisco. He presents both in English as well as in German.

Specialties: Keynotes, Presentations, Talks, TV Shows, Think-Tanks, Events, Summits, Lecturing and Advising on: Future of Media, Next Generation Business Models, Digital Content, eBooks, Internet, Futurism, Social Media, Web2.0, Advertising and Marketing Futures, PR 2.0, Future of Radio & Broadcasting, Attention

Economy, Open Network Ecology, Digital Rights, Green Futures, Consumer Trends, Licensing, Crowd-Sourcing, Innovation, Leadership, eCommerce, Sustainability, Future of News, Entrepreneurship,

Experience

Futurist Keynote Speaker at FuturistGerd.com

January 2013 - Present (4 years 2 months)

A highly sought-after keynoter and change guru, Gerd Leonhard is also an acclaimed author of futurist manifestos as well as an accomplished creator of future film and media content. Gerd travels the globe year after year, refining his cross-sector awareness and transferring the secrets of successful evolution from one arena to the next. Together with his handpicked team of creatives and designers, Gerd enables his clients to futurize their business from leadership and strategy to innovation and culture. The Futures Agency is a newly reformed unit that supplies the ideas, the events and the content to realize the client's most promising future.

Author and Filmmaker at Technology vs Humanity Book

July 2016 - Present (8 months)

Which side are you on? Gerd Leonhard's provocative new manifesto. Are you ready for the greatest changes in recent human history? Futurism meets humanism in Gerd Leonhard's ground-breaking new work of critical observation, discussing the multiple Megashifts that will radically alter not just our society and economy but our values and our biology. Wherever you stand on the scale between technomania and nostalgia for a lost world, this is a book to challenge, provoke, warn and inspire.

CEO and Founder at The Futures Agency

January 2010 - Present (7 years 2 months)

The Futures Agency offers a wide variety of services to our clients, worldwide.

All engagements are headed up and supervised by Gerd Leonhard (Founder and CEO); Associates and other colleagues as well as guest speakers and advisors are added on a case-by-case basis, as schedules and budgets permit.

* Our main expertise is in think-tank events, workshops and Executive team seminars (4-7 hours i.e. 1 single day). These sessions are 100% customized for each client. and are generally geared towards companies that are looking to identify, fine-tune or co-create new business opportunities, manage radical change, deal with disruption, speed up innovation or otherwise face large and urgent strategic decisions that may require immediate action. These events are usually done with at least 2 or more Associates, and can be located wherever the client requires.

* Company retreats and Executive training events (2-3 days), usually with 3 or more Associates

* Keynote speeches, presentations, talks and interventions (30-120 minutes), often carried out by Gerd Leonhard but most Associates are available, upon request, as well

* CEO / Board of Directors - Coaching and Advisory sessions

* Advisory board participation

* Participation in panel discussions, round-tables, talk-shows, TV and radio broadcasts etc

Creator and Host at The Future Show with Gerd Leonhard

April 2014 - Present (2 years 11 months)

TFS launches April 28, 2014. A new web-TV show that explains the fast-paced world of technology to a general audience in an irreverent and critical yet engaging and exciting way. TFS's approach is to uniquely show how technology's exponential advancements will radically alter and re-design the way in which we experience the world and interact with each other, in the immediate future.

CEO at MediaFuturist.com

April 2003 - Present (13 years 11 months)

Watch the video of my July 2008 Google Tech Talk presentation here: <http://tinyurl.com/3w2xp7>

Media Futurist, Keynote Speaker, Author, Blogger <http://www.mediafuturist.com>

The WSJ calls Gerd 'one of the leading Media Futurists in the World'. Gerd's work focuses on the Future of Media, Content, Technology, Business, Marketing, Advertising, Branding, Communications and Culture; and he is considered a leading expert on topics such as Social Media, Web 2.0, UGC and Peer Production, Social Networking, Copyright Trends, Convergence, Mobile Entertainment, and new Advertising and Branding Strategies.

Gerd's keynotes and speeches keep him very busy, with over 70 engagements in 22 countries during the past 3 years. His clients include Nokia, SonyBMG, RTL, ITV, the BBC, France Telecom / Orange, DDB, Omnicom, the European Commission, and many others.

CEO and Founder at Green Futurist

October 2011 - Present (5 years 5 months)

After almost 15 years working as a Futurist with a focus on media, content, technology, entertainment, telecom, marketing, communications and business, I am now expanding my work to look at the much more crucial question of how we can change the way we live so that we may actually have a future. Some of the topics: sustainability and the design of a post-growth society / culture, 'green business' and what this may actually mean in the near future, future environmental policies and the dramatic impact they may have on our behavior as 'consumers' / users, renewable energy, eco-tourism, capitalism 2.0 and much more

Author at "Music2.0" Book

September 2007 - December 2008 (1 year 4 months)

February 19 2008: My new book, "Music2.0" is finally available both as a 'real' printed product, as well as a 'pay what you want' - pdf. Music2.0 is kind of like a 'Best of Gerd Leonhard' compilation, 227 pages filled with the best blog posts and juiciest essays from the past 4 years, slightly remixed and tweaked, riffing on that good old subject of the next generation of the music industry. It describes what the next generation of

music companies will look and feel like, and gets even deeper into some of my favorite buzz-phrases such as Music Like Water and the Flat Rate for Music, Feels Like Free (FLF), the Usator, Friction is Fiction, and the People Formerly Known As Consumers. Oooops, yes, sorry for the geek-speak! ;(

Author at The End of Control Book

February 2007 - December 2008 (1 year 11 months)

The first 6 chapters of this book (Gerd's 3rd) were released for free downloading at www.endofcontrol.com in late 2007. Gerd recently changed the title to "Open is King - The Future of Media Beyond Control" and will publish the book as a paperback in late 2008. 'Open is King' will expand on the key topics introduced in Gerd's 2 music-centric books while elevating the debate out of the music realm and into media and 'content' at large. OiK addresses the single most important issue underlying many debates about the future of media: who controls what, why, when, and where, and how can digital content still generate revenues when most of the traditional ways of controlling its flow (i.e., distribution) are no longer available. The book argues that in the future, controlling distribution is replaced with earning, receiving, and maintaining ATTENTION; that in media's future friction is fiction; and that the "people formerly known as consumers" now literally run the show.

CEO at Sonific

June 2005 - June 2008 (3 years 1 month)

Sonific was founded in July 2005, with the mission of making large catalogs of great music available for the many types of audio-visual usages on the Internet, both for private / non-commercial or promotional purposes, as well as for professional (B2B) users, and licensed products and services. Sonific's SongSpots™ service is our first B2C release, reflecting our philosophy that offering better tools for music discovery and providing new, free platforms of exposure is what will really sell music, going forward, and that the viral nature of the Internet is perfectly suited to help get the word out for new and established artists and their music. We also believe that many of today's 'digital natives' and 'peer-producers' want to personalize their web presences, customize the look and feel of their sites, integrate multimedia where they can, and will ultimately use the web as a fully interactive, 2-way, personalized, and therefore 'sonified' medium.

Co-Author at "The Future of Music"

January 2005 - 2008 (3 years)

Some early praise for The Future of Music:

“Amid all the shouting and confusion, along comes The Future of Music, which in a calm and clear voice explains the essential issues roiling the music business today. Most importantly, this is written directly for musicians and their fans, rather than business people in the music industry. If you want to know what you're getting into as you develop your music career, and where music will be coming from in the future, you have to read this book.”

Gary Burton, Grammy-winning vibraphonist

I know of no other text that as beautifully and concisely presents the fundamental challenge that music now faces. This book is essential for anyone who wants to understand what is at stake in this debate."

-Lawrence Lessig, Professor of Law, Stanford University and founder of Creative Commons.

Founder and CEO at ThinkAndLink

March 2003 - February 2006 (3 years)

I founded ThinkAndLink in March 2004, as a vehicle for my work with new ventures that seek financing and strategic partnership deals. ThinkAndlink.biz connects people, companies, and ideas.

Chairman and Executive Producer at Popkomm Innovation in Music & Entertainment Awards

May 2004 - January 2006 (1 year 9 months)

IMEA, the annual #Innovation in Music and Entertainment Awards# is held annually at Popkomm in Berlin / Germany (2005 date is September 14). Popkomm is one of Europe#s leading Music, Media & Entertainment - Industry tradeshows and conferences; IMEA is a wholly-owned brand of Popkomm, and is created, chaired and produced by ThinkAndLink / AllAccessGroup. IMEA#s mission is to find, screen and present the best new business ideas, the brightest entrepreneurs and the hottest startups in the music-, media- and entertainment-technology sectors, worldwide, and provide a new platform for their global #coming-out#. www.popkommawards.com

Founder & President at The Digital Marketing Organization

May 2003 - May 2005 (2 years 1 month)

The Digital Marketing Organization

Innovative solutions to marketing in a digital world

At the heart of each DMO mission is the 360-degree understanding of the client#s product and what it does for the customers. With that background, we develop unique ideas of how to efficiently reach out to the target groups by combining online & interactive initiatives with innovative offline approaches. By devising powerful marketing campaigns that embody this online-offline connection we can achieve the maximum effect in the shortest amount of time, and with serious impact on the bottom line.

DMO#s team, led Gerd Leonhard (DMO#s Founder and President, see www.gerdleonhard.com) offers a unique understanding and years of experience of doing business online, and knows how to use the Internet and other new technologies to power winning concepts for online marketing. DMO has the ability to come up with marketing tactics that transcend the boundaries of traditional and interactive marketing.

Vice President European Development at Musicrypt

December 2003 - September 2004 (10 months)

European expansion

Founder and CEO at LicenseMusic.com Inc

January 1997 - May 2002 (5 years 5 months)

I was the Founder, President and CEO until May 2002. The company is now owned by a UK music licensing company. See www.gerdleonhard.com for more details...

Projects

Technology vs Humanity - the book

August 2015 to Present

Members: Gerd Leonhard, Jean-François Car

Technology vs. Humanity is a last-minute wake up call to take part in the most important conversation humanity may ever have. Will we blindly outsource and abdicate big chunks of our lives to the global technology companies – or will we take back our autonomy and demand a sustainable balance between technology and humanity? By supplying a Socratic and humanistic critique of the Megashifts currently recasting our world, Gerd Leonhard provides the prologue for this great debate.

Now is the time to join the dots between big data and digital ethics, to start discussing the moral framework required to steer the evolution of digital life – and to finally articulate the difference between our unique humanity and the rapidly evolving robotic versions. In 1949 George Orwell released *Nineteen Eighty-Four* – offering us a stark warning of a world dominated by technology and those who own and control it. Nearly seventy years after its publication, Gerd Leonhard investigates how we preserve our humanity in a world that is rapidly beginning to resemble that science fiction.

Volunteer Experience

Volunteer Speaker at WWF

February 2013 - Present

I held a pro bono talk at the WWF event in Nyon see [slides at www.gerdcloud.com](http://www.gerdcloud.com)

Organizations

World Futures Studies Federation

Member

January 2012 to Present

Institute of Directors (UK)

Member

February 2013 to Present

Skills & Expertise

Future Trends

Speaking Engagements

Public Speaking

Consumer Insights

Strategic Insight

Scenario Planning
Forecasting
Digital Media
Social Media
Social Media Marketing
Green Technology
Green Living
Online Marketing
Strategic Communications
Public Relations
Consumer Technology
Consultancy
Executive Coaching
Corporate Blogging
Online Video
Conference Presentations
Music Industry
Mobile Marketing
Mobile Technology
Telecommunications
Telecommunication Industry
Advertising
Mobile Advertising
Radio Broadcasting
Television
Sustainable Tourism
Tourism
Futuristic
Futurist
Business Strategy
Think Tank
Published Author
Futures
Foresight
Coaching
Mentoring
Environmental Policy
Sustainability
Culture
Blogging
Twitter
Consultants
Online Advertising
Web Video
Creative Direction

Languages

English

(Native or bilingual proficiency)

German

(Native or bilingual proficiency)

Publications

The Future of Music

Berklee Press July 12, 2005

Authors: Gerd Leonhard, Dave Kusek

From Publishers Weekly

In what could be one of the most provocative music books published this year, two innovators in music technology take a fascinating look at the impact of the digital revolution on the music business and predict "a future in which music will be like water: ubiquitous and free-flowing." Kusek and Leonhard foresee the disappearance of CDs and record stores as we know them in the next decade; consumers will have access to more products than ever, though, through a vast range of digital radio channels, person-to-person Internet file sharing and a host of subscription services. The authors are especially good at describing how the way current record companies operate - as both owners and distributors of music, with artists making less than executives - will also drastically change: individual CD sales, for example, will be replaced by "a very potent 'liquid' pricing system that incorporates subscriptions, bundles of various media types, multi-access deals, and added-value services." While the authors often shift from analysts into cheerleaders for the über-wired future they predict - "Let's replace inefficient content-protection schemes with effective means of sharing-control and superdistribution!" - their clearly written and groundbreaking book is the first major statement of what may be "the new digital reality" of the music business in the future. (Feb.)

Friction is Fiction - the future of business and media

Lulu Press January 1, 2009

Authors: Gerd Leonhard

Futurist and Thought-Leader Gerd Leonhard (www.mediafuturist.com) shares his thoughts on the Future of Content, Media and Business. 'Friction is Fiction' presents a constantly updated compilation of Gerd's best essays, writings and most popular blog posts. The central meme is that the Internet has completely disrupted the traditional notion of generating higher income by simply taking advantage of possible friction points and hurdles within transactions or business processes, i.e. by controlling the 'people formerly known as consumers'. The Future is all about winning the trust, and turning attention into revenues. This is the low-cost, black & white version of the book - if you want the full-color version please go to <http://gerd.fm/cmrfB1> You can download the PDF as well

Music 2.0 MOBILE

Gerd Leonhard January 1, 2008

Authors: Gerd Leonhard

this is the free mobile version of my music 2.0 book. This is Gerd Leonhard's 2nd book on the Future of the Music Industry. See http://www.mediafuturist.com/music20_book/ for more details. Music 2.0 is an inspiring

and invigorating collection of Music & Media Futurist Gerd Leonhard's best essays and blog posts on the future of the music industry. The book continues and expands on the ideas and models Gerd presented in his first book "The Future of Music" (co-written with Dave Kusek, published by Berklee Press in 2005) From his more than 1.000+ blog posts and over 20 long-form essays Gerd has selected the best essays on the key questions: what are the principles that will define the next iteration of the music business, and what will future success look like?

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This is Gerd Leonhard's 2nd book on the Future of the Music Industry. See http://www.mediafuturist.com/music20_book/ for more details. Music 2.0 is an inspiring and invigorating collection of Music & Media Futurist Gerd Leonhard's best essays and blog posts on the future of the music industry. The book continues and expands on the ideas and models Gerd presented in his first book "The Future of Music" (co-written with Dave Kusek, published by Berklee Press in 2005) From his more than 1.000+ blog posts and over 20 long-form essays Gerd has selected the best essays on the key questions: what are the principles that will define the next iteration of the music business, and what will future success look like?

From Ego to Eco - why business as usual is killing us, and what to do about it!

TBA January 4, 2009

Authors: Gerd Leonhard

More soon

The Future of Content

Gerd Leonhard October 18, 2011

Authors: Gerd Leonhard

Futurist Gerd Leonhard has been writing about the future of content i.e. music, film, TV, books, newspapers, games etc, since 1998. He has published 4 books on this topic, 2 of them on music (The Future of Music, Music 2.0). For the past 10 years Leonhard has been deeply involved with many clients in various sectors of the content industry, in something like 17 countries, and it's been a great experience, he says. "I have learned a lot, I have listened a lot, I have talked even more (most likely:) and I think I have grown to really understand the issues that face the content industries - and the creators, themselves - in the switch from physical to digital media."

This Kindle book is a highly curated collection of the most important essays and blog posts Leonhard has written on this topic, and even though some of it was written as far back as 2007 - "I believe it still holds water years later. I have tried to only include the pieces that have real teeth. Please note that the original date of each piece is shown here in order to allow for contextual orientation.

https://www.youtube.com/watch?v=ixnkqn_FJj4

<http://thefutureshow.tv/> April 29, 2014

Authors: Gerd Leonhard, Shaheera Asante

Produced and Directed by Shaheera Asante-De Waele, The Future Show (TFS) with Gerd Leonhard is a new ground-breaking web-TV series which explains the fast-paced world of technology to the general consumer and business audience in an engaging and exciting way. - See more at: <http://thefutureshow.tv/#about-us>

Education

Berklee College of Music

Jazz Performance, Jazz, Guitar, 1986 - 1987

Activities and Societies: Guitar Composition Arranging Production

University of Bonn

Basic studies completed, Theology/Theological Studies, 1980 - 1982

Gymnasium Oberpleis

Abitur, History, 1973 - 1979

Interests

Social media, copyright, e-commerce, web2.0, cultural industries and policy, future of marketing, branding, Pull vs Push, online networking, communities, attention economy, digital media, music, guitars, web economy, media2.0, good food, gadgets, cultural economics, future of media, futurism, futurists, advertising, TV2.0, Future of Telecom, creativity, technology, entrepreneurship, education, widgets, innovation, advertising, trends, censorship, IPR, Telco2.0, cultural policy, books, future of reading, software

Honors and Awards

Wired

Wired UK

August 2015

We are thrilled at The Futures Agency as our CEO Gerd Leonhard is listed in the 2015 WIRED 100 index, including the 100 most influential people in technology innovation across Europe. Here's what's WIRED says about Gerd:

"There are hundreds of consultancies that help corporates understand the challenges of a fast-moving world, but few have a client list like Leonhard's. From Google to the European Commission, the 54-year-old futurist has the ear of some of the world's most significant decision makers"

<http://www.wired.co.uk/news/archive/2015-08/03/the-2015-wired-100-100-76>

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136 people have recommended Gerd

"We've hired Gerd a number of times over the years to keynote our events. Gerd is super professional, collaborative, efficient, absolute pleasure to work with. Perhaps more importantly he is also an inspirational speaker who not only gets tech/marketing but also the bigger picture around society, behaviour and business. And he used to be a professional guitarist - what more could you want?"

— **Ashley Friedlein**, *President, Centaur Marketing & Founder, Econsultancy, Centaur Media Plc*, was Gerd's client

"Gerd was a keynote speaker at our recent Spark2020 Leadership Conference and was central to setting up the discussion about what the future might look like and importantly what that means for our industry, our business and the people in it. Gerd's opening session was a great outside in view of the future and what that means for us. His perspectives were excellent and thought provoking and it set the day up well."

— **Rod Snodgrass**, *CEO - Spark Ventures, Spark New Zealand*, was Gerd's client

"Gerd kicked off ShipServ's SmartProcurement conference as keynote, with an inspiring and thought-provoking look at how technology is likely to change our world in the next 15 years. His content and energetic delivery were spot on and set the stage well for the day. I recommend him highly. "

— **Paul H. Ostergaard**, *Founder & Board Member, ShipServ*, was Gerd's client

"I had a chance to listen to Gerd about future trends. I also had a chance to meet him in person. His views and the way he structured his speech was not only eye opening but also helped me understand the essence of some of the concepts I have been hearing. Before Gerd, I did not fully realise how these concepts and trends may affect us, not only as a corporation, but also as a human. Gerd's background and experiences also helps him deliver a very convincing presentation."

— **Bulent Tekce**, *Business Performance Management Vice President, Yap# Kredi*, was a consultant or contractor to Gerd at FuturistGerd.com

"Gerd is exactly what we were looking for. Smart, human, knowledgeable and most of all a realist. When discussing about what the tech future holds, one can easily slip to strong beliefs that follow these predictions

and that holds significant risk for any non-specialized audience. With Gerd, that was never the case and that shows a lot. He talked to an highly demanding audience of 175 CEOs and the feedback was excellent. A great professional and an interesting personality. No wonder he has a musician's back ground. The kind of man you want to hang out with as he is a genuine believer that we all learn from each other. I strongly believe that as far as it concerns our collaboration, this is just the beginning. Looking forward to our next meeting. "

— **Sotiris Chatzidakis**, *Executive Vice, CEO Clubs International - Europe*, was a consultant or contractor to Gerd at FuturistGerd.com

"I have worked with Gerd over a number of years in the Japan market. He is great as a key note speaker or working with smaller groups. The sessions are always customized for the audience. He is skilled at challenging the status quo and getting the participants to think in a different paradigm. Technology and business processes are changing quickly - Gerd helps keep you ahead of the curve."

— **Craig Saphin**, was Gerd's client

"I had the pleasure of working with Gerd on a 4 event roadshow in Australia, where Gerd was our international keynote speaker. Gerd is the consummate professional, he was exceptionally well prepared having completed his own research and tailored his keynote presentation for the local market. Once in country he took the time to understand the nuances of each city and further tailor accordingly. Gerd's presentations were a resounding success as he delivered them with authenticity, passion and humour while always being an authority on the future of IT and its implications for organisations, economies and society as a whole. I was personally and professionally enriched by spending the week with Gerd."

— **Daniel McDermott**, was Gerd's client

"We had Gerd with the world premiere of The Future Show Live. It was an amazing unique multimedia immersive experience and Gerd was a super engaging futurist speaking in tweetable quotes every two minutes. The imagery was stunning and created an almost cinematographic experience. The concept of keynote re-invented. Highly recommended."

— **Peter Vander Auwera**, *Co-Founder Innotribe, SWIFT*, was Gerd's client

"Gerd was a real delight to have speak at this year's Learning Technologies Conference. He took the time to visit the conference for the entire day before his own appearance, listen to the conversations and then went back and re-wrote his presentation. The effect was superb – the audience loved what he had to say, and it really woke them up and made them start thinking about what they were doing. In short, it was the perfect start to day two of the conference."

— **Donald H Taylor**, was Gerd's client

"Gerd is one of the most inspiring futurists that I've listened and worked with. He was very collaborative and disciplined at every step of the project. I am so impressed his deep experience, strong strategic approach and business mind set. Despite his strong personality, he was so positive at the same time. In short, it is a privilege and luck to have the chance of working with Gerd."

— **Ufuk Tarhan**, was with another company when working with Gerd at The Futures Agency

"Gerd Leonhard spoke at one of our TV3 seminars in Copenhagen in January 2013. Gerd gave a good and interesting presentation on future media trends and how the technology will influence how advertisers think and spend their marketing budgets."

— **Marlene Bak**, was Gerd's client

"Gerd presented an outstanding, creative and challenging view of the future to the FIBEP congress in Krakow on October 4, 2012. The audience was comprised of numerous CEO-level experts in the field of media insight, monitoring and analysis. Gerd helped them see how their business will intersect with the digital future and offered intelligent insights into how to re-tool their companies for a new generation of monitoring and measurement services. Mazen Nahawi, President FIBEP and President, News Group International"

— **Mazen Nahawi**, was Gerd's client

"Gerd gave an amazing talk during the Systematic Paris Region. Systematic is a competitive cluster of 675 members in Paris area. Members are companies or research institutes working in digital systems, software, open sources and addressing different markets . During the convention, Gerd gave a view of the main transformation induced by digital technologies; from ego-system to eco-system, role of trust and sharing practices. The feedbacks of the audience was simply wonderful. Gerd was able to create an inspiring feeling very productive for this event. A big moment."

— **Jean-Luc Beylat**, was with another company when working with Gerd at The Futures Agency

"By his extremely inspirational speech, Gerd did help our publishing clients to have an outlook to the future of their business. Trust is the new currency and in Gerd we trust."

— **Rudy Van Halle**, was with another company when working with Gerd at The Futures Agency

"We hired Gerd as a keynote speaker for our latest conference - throughout the preparatory stages of the event, he was helpful and proactive - on the day he was spectacular and kept the audience fascinated for the duration of his session. A true professional who delivers novel, futuristic, thought provoking presentations. We will definitely consider him for other events."

— **Charles Christian**, was Gerd's client

"Gerd is one of the futurists I genuinely respect and enjoy. We have appeared together on panels and at events and each time I come away thinking hard, and feeling smarter, which is the ultimate compliment. I am especially intrigued by his take on intellectual property and what's next--he's way ahead of the curve."

— **Marian Salzman**, was with another company when working with Gerd at The Futures Agency

"On behalf of ANFO (Norwegian advertisers association) I hired Gerd as a key note speaker at our major conference DSAD in October 2011. As usual (I have heard Gerd before) his performance was outstanding and very inspiring. If you ever need an expert and great public speaker in Gerd`s field of work, go for Gerd!"

— **Jan Morten Drange**, was Gerd's client

"Gerd is one of the most brilliant minds when it comes to marketing, communications, content and most important of all, consumer trends and behavior. His books, speeches and all his material and very inspirational and truly a breaking barrier for the marketing and advertising world. I strongly recommend his work and also i've become a huge fan of him!"

— **Marcio Chaer**, was Gerd's client

"Gerd has a rare talent not only to spot the trends very early but also to present them in an intriguing, intuitive and captivating way. Gerd is not about futurism, he focuses on technological, business, and social phenomena, which are real, are here and now, but which we often fail to either spot or fail to appreciate their scale and consequences. It is good to work with Gerd to develop a clear, well founded, high level view of the business, Telco, IT and media. On some issues you might disagree with Gerd at the end, but you should listen to him..."

— **Jacek Nieweglowski**, was Gerd's client

"Gerd is a visionary and an iconoclast. Engaging, amusing, and so perceptive about the future you feel he's been there already. If you want to know the uncomfortable (for some) truth about where we're going in the digital age seek him out."

— **Alexander Ross**, was Gerd's client

"Gerd Leonhard is an exceptional speaker with a brilliant insight into our shared future. Gerd recently took up my offer to speak as the closing keynote of the Consumers International World Congress, where he delivered one of the most memorable speeches the global consumer movement has ever received. The clarity of his vision of a networked future, and the compelling way in which he delivers that vision provided a fitting climax to the event - one which consumer leaders from across the world thoroughly appreciated. Thanks again, Gerd."

— **Luke Upchurch**, was with another company when working with Gerd at The Futures Agency

"Gerd, unsurprisingly, was one of the top rated speakers for the ICMA "Next Generation Classifieds" conference. A natural presenter, engaging the delegates and focusing the presentation on what is coming next for the classifieds industry. A superb keynote - thank you!"

— **Shay Klomp Bueters**, was Gerd's client

"Worked with Gerd on a recent conference in the U.S. He was a great partner and collaborator on social media. Very positive results on his presentation."

— **Veronica Samoulides**, was Gerd's client

"At a recent company day, in the keynote speech, Gerd did a great job of highlighting trends in our industry and gave us some interesting methods of making the most of the opportunity."

— **Rod Hyde**, was Gerd's client

"It's an honour to work with Gerd on the Freemium concept and implementation for Telkom Indonesia (TLKM). He has a very good-disruptive concept, proven track record, and a deep knowledge on Music and Digital Media. Gerd is a very rare individual who has high capability both in theoretical approach (the guy writes books!) and real-life implementation. A very highly recommended partner for Telcos, Government, or other institution in Digital Media and Music."

— **Endra Diputra**, was Gerd's client

"I have worked with Gerd on many events - including on a few challenging client meetings. Gerd is always a positive, easy-going, flexible problem solver and a real joy to work with. The best testimonial of all, though, is that our clients always bring Gerd back for more of his compelling, cutting-edge presentations. If you are looking for a futurist / technology keynote speaker, Gerd should be your choice. One of the best speakers I know. Thank you Gerd for making us all look good!"

— **Michael Frick**, was Gerd's client

"Gerd is an astonishing analyst of the world of online communications and social media matters. Especially web communication in cultural surroundings are pointedly illustrated in an outstanding way. His ideas are revealing, stimulating and motivating."

— **Dirk Steiner**, was Gerd's client

"Gerd is an ideas powerhouse! his knowledge of the web and all things digital is contagious. I enjoy catching up with Gerd, swapping notes and ideas and most of all I love his presentation, he keeps you on the edge of your seat with his off the wall concept and always leave you craving for more."

— **John Horsley**, was Gerd's client

"Need a mindshift in your company? Need to understand how future markets will influence the telco industry?...you need to talk to Gerd Leonhard. He held a very inspiring Key Note Speak and the audience got the message. 5 stars for Gerd Thanks!"

— **Jens Pape**, was with another company when working with Gerd at MediaFuturist.com

"Gerd Leonhard was a keynoter at medienforum.nrw this June in Cologne (www.medienforum.nrw.de). His presentations were excellent, his knowledge is inspiring, his appearance on stage fabulous. His participation was a highlight of our congress and we'll surely ask him again for keynotes on the future of media. It was a pleasure working with him!!"

— **Gernot Gehrke**, was Gerd's client

"We hired Gerd as the keynote speaker for our Future of Digital Marketing event in London, 16 June, 2010. Our audience is pretty demanding but the feedback on his presentation has been consistently excellent and Gerd was a pleasure to work with."

— **Ashley Friedlein**, was Gerd's client

"I have been working closely together with Gerd during an ecommerce conference at Google in Zürich. He was the opening key note speaker and did an amazing job. Gerd is a truly inspiring and visionary thought leader with an exceptional expertise in the global e-commerce industry. His unique rhetoric skills in combination with the amazing presentation was clearly one of the highlights of the conference."

— **Fredrik Keerberg**, was with another company when working with Gerd at MediaFuturist.com

"Gerd has given excellent speeches to both our Board of Directors and at our major industry conference to over 3000 delegates. His energy, wit, knowledge and contacts make him an ideal consultant for anyone looking to understand the future of web based services and markets. He has a unique insight into the mix of economic, market and technological factors and I would strongly recommend him to anyone making investments or defining strategy in the 'Tele-Media' market."

— **Keith Willetts**, was Gerd's client

"Gerd Leonhard has opened our mind to the real new media. He engaged in our business and discussed plenty of ideas how to deal with the future in context to our products and services. Gerd Leonhard has the ability to talk about a very complex topic in understandable way; especially important for professionals which are not so close to digital media. Gerd Leonhard has given us a good overview to the very relevant theme digital media and the challenge to deal with it in an economic way."

— **Jennifer Smits**, was with another company when working with Gerd at MediaFuturist.com

"Gerd delivered a vibrant, insightful and intelligent keynote speech at the Guardian's 2010 Changing Media Summit which was a highlight in a day packed full of great speeches delivered by great speakers. Gerd has a clear view of what future faces the media industries and delivers this view with panaché."

— **Robin Hough**, was with another company when working with Gerd at MediaFuturist.com

"Gerd, I would like to public thank you for the great lecture on Futurism that you made on Mobile Monday São Paulo. You gave us all great enlightenment. The impact in my projects at work were very good since we changed some directions of what we were doing here. I hope I can see more of your speeches and lectures again, my friend! Thank you very much!"

— **Fernando Dias**, was Gerd's client

""We had the great privilege to have Mr. Gerd Leonhard give the closing keynote speech at this year's Brazil Music Conference. The audience was most captivated by the engaging and challenging content delivered by Mr Leonhard. His wit, knowledge and masterful speech made instant fans within our Conference participants. A must presence in any music gathering conference anywhere!""

— **Luciana Camargo**, was Gerd's client

"I would highlight Gerd's excellence, his effort to consider all the insights connected and his leadership in conveying a vision and making the arguments that sustain it. I will not forget in a long time his debate with Jacques Toubon, impressive. Gerd is an excellent reference for understanding the paradigm shift that digital contents mean"

— **Carlos Sanchez**, was Gerd's client

"Gerd is an accomplished presenter who can stimulate any audience interested in media/telco/internet-related issues. He's very engaging and entertaining and can liven up any event, with lots of new stats and creative ways of presenting them."

— **Simon Torrance**, was with another company when working with Gerd at MediaFuturist.com

"Gerd was one of the Keynote Speakers of PICNIC '09 in Amsterdam (www.picnicnetwork.org) and he delivered an inspiring (and practical) presentation on the future of social media, exploring the changing landscape of consumer communications and the radical impact of Social Media on big and small businesses alike. He's also been fully open to interaction with the attendees and a great resource to the promotion of the event throughout his vast network of contacts."

— **Gianfranco Chicco**, was Gerd's client

"Gerd is a whip-smart, top class and professional conference speaker who adds significant value in his area of expertise. His presentations are crafted, personalised and thought-provoking; touching each audience member and forcing them to confront their own attitudes to the future. Book him for your next corporate event."

— **the other Michael Jackson**, was with another company when working with Gerd at MediaFuturist.com

"Gerd's thought-provoking presentation was the highest rated keynote session at our conference. He incorporated feedback from our planning calls and customized a program that was meaningful and relevant to our audience. I am pleased to offer a personal endorsement of his work."

— **Amber Crowell Kelleher**, was Gerd's client

"Gerd brings a lot of inspiration, energy, insightful thinking and a great amount of experience into businesses that operate in today's challenging and complex digital landscape. The only time he isn't online is when he is on a plane (but that will probably change soon too). He is a rare breed that lives and breaths (web)technology and manoeuvres comfortably in the ever changing world of social media."

— **Jeroen Matser**, was with another company when working with Gerd at MediaFuturist.com

"Gerd rocks Media. Not only being a hot shot at my event as a once-in-a-lifetime experience, I look forward to working with him in the future. All the best, a new fan..."

— **Markus Nigl**, was Gerd's client

"I hired Gerd as a keynote speaker for an event in Canary Wharf called Creative Capital. Gerd was also kind enough to join us as a participant on a two day lab/sandpit exploring the digital independent music ecology. As always Gerd delivered a fantastic presentation setting the context for the event. If you are looking at the future of media in any shape or form, you need Gerd. Uber professional, on the money, team player and good fun to have on board!!!"

— **Andre Ktori**, was Gerd's client

"Gerds 'Leaders' Lecture' at www.ecom-berlin.de was so well received, that many stayed for a sequel to the end of the conference. And still asked for more. Concise, sharp, thoughtful and witty, his presentations make you want to start shaping your company's future strategy right the minute Gerd stops talking (although you would not want him to stop at all...). Gerd - this was awesome!"

— **Martin Gross-Albenhausen**, was with another company when working with Gerd at MediaFuturist.com

"Gerd is a great speaker and has a lot of visionary ideas to share. I would call him a true web and media expert who analyzes trends and their future impact. His works are very enjoyable reads and full of interesting information. Above all Gerd is a very fun person to work and spend time with."

— **Omid Ashtari**, was with another company when working with Gerd at MediaFuturist.com

"as Futurist Gerd Gives as a out of the box ideas how Telco's should be run on this Broadband Culture"

— **Saiful Hidayat**, was Gerd's client

"Gerd conducted a very engaging keynote session at Luxury Interactive 2009 in London. In a playful yet insightful way, he shared his futurist insights how luxury brands - who tend to be tightly controlled - can thrive on the Internet - the embodiment of chaos - in a world where social networking and m-commerce rule. He's the kind of speaker and advisor that gives people something relevant and eye-opening to talk about."

— **Carina Kuhl**, was Gerd's client

"Gerd, you've been fabulous and have stand out among other great speakers like Chris Anderson or Nikesh Arora. It was hard to fill 2000 seats in Madrid's Cityhall Palace but you did it! Felipe San Juan CEO Saatchi & Saatchi Spain"

— **Felipe San Juan**, was Gerd's client

"Gerd has an outstanding grasp of the future of content."

— **Lee S Dryburgh**, was Gerd's client

"We invited Gerd to come speak at Plugg 2009, and he amazed us and the entire audience with an excellent visionary tale about the future of media. Outstanding speaker, very knowledgeable guy, and nice to boot!"

— **Robin Wauters**, was with another company when working with Gerd at MediaFuturist.com

"Entrepreneurial experience applied to creative intellect makes it for ideas and concepts to emerge as tangible. A meeting, or creativity session with Gerd Leonhard will enable you to tap clearly into the future and arm your organization for concerted action. Participating with Gerd at the eTourism-Forum was an invitation to jump without hesitation into the exponential times we live in without doubts."

— **patrickdh heuchenne**, worked directly with Gerd at MediaFuturist.com

"Gerd is a valued industry colleague, as well as a great speaker on the future vision of media and Web 2.0 topics. He has a broad vision and makes one think and understand the deeper issues easily and clearly. This explains why he is high in demand by media companies for internal executive seminars as well as for keynoting at visionary conferences. He recently spoke at the MIPCOM Social Media Track I chaired, and his was the best speech during the whole MIPCOM Conf week! I truly enjoy listening to Gerd's visions on future business models, role of advertisers, and widgetisation of media. Gerd is also great to work and

brainstorm with as he is very helpful, responsive and resourceful and a fun industry colleague to be with!
Thanks Gerd! Ferhan Cook Any Screen Productions Ltd."

— **Ferhan Cook**, was with another company when working with Gerd at MediaFuturist.com

"Gerd Leonhard kept the audience mesmerised with examples of how Web 2.0 was changing the way in which we interact with audiences, whatever our business, and how to harness the power of the Internet to reach them. One of the concepts he preaches is that for any business to truly espouse the value of internet communications, it has to relinquish control of how its brand or products engage the 'people formerly known as consumers'. He spoke about user-generated content, pull versus push media, new business models for digital content, the culture of participation in media, copyright versus usage right, and the consequences of mass media becoming personal media. The event was attended by CEOs, entrepreneurs, the media and advertisers. The Futurists were sponsored by Rostant Advertising DDB, Guardian Holdings, The Copyright Organisation of Trinidad and Tobago, First Citizens and Media 21. In addition to the public presentation, Gerd also found the time to make three customised presentations which focused on Caribbean/financial perspectives, marketing and pr, and copyright and the future of music in a YouTube world. He dispensed advice freely to any who sought it for their businesses, and there were quite a few of us! He did not manage to see any beaches, but did spend one night sampling a typical calypso tent scene. Despite working him to the bone, Gerd is open to returning to the Caribbean, if not Trinidad and Tobago, and this is what we are working on now."

— **Lorraine Rostant**, was Gerd's client

"I'd been following Gerd's work for three years, and when he joined the Chinwag Live: Micro Media Maze panel I ran on May 20th 2008 (<http://snipurl.com/3qat5>) he was on sterling form. Citing numerous key examples and providing potent analogies, he conveyed the issues to the audience in simultaneously analytical and concrete terms. A entrepreneurial talent and a nimble, razor-sharp mind."

— **Deirdre Molloy**, was with another company when working with Gerd at MediaFuturist.com

"We hired Gerd as speaker for our OMD Germany Future / Client Day, May 29, 2008. He talked about the future of advertising and media. The performance couldn't have been better. The feedback of our guests was great. Gerd perfectly combined his knowledge and expertise with his unique talent to inspire and entertain the audience. The up front coordination went perfect. Feedback on question never took longer than a few hours. He is always looking for conversations and takes as much time as needed. The presentation he held was a tailor-made compilation for our audience. All in all it is very obvious that he has a huge passion for what he is doing. If you need a speaker you have to talk to Gerd!"

— **Boris Cieslar**, was Gerd's client

"Gerd came and gave a very stimulating talk to the Masters students on my Music Innovation & Technology course in central London. It set the agenda for the forthcoming semester."

— **Jay Barbour**, was Gerd's client

"Gerd organised a think-tank for us and was effective in summarising the macro-level changes going on in digital media and content distribution. He also understood implicitly the business imperatives faced by a telco and tailored the event to our needs, researching thoroughly in advance. He combines deep insight with simple explanations and analogies, bringing humour and simplicity to aid understanding of often weighty issues."

— **Dominic Pride**, was Gerd's client

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— **Karen Low**, was Gerd's client

"Gerd is a visionary that fully understand the quality of execution thta it takes to bring the future into today's life."

— **François DULIEGE**, was with another company when working with Gerd at MediaFuturist.com

"I have known Gerd for many years when digital media was still in its infancy. He always had great insight and vision in the industry and is one of the true pioneers."

— **scott cohen**, was with another company when working with Gerd at MediaFuturist.com

"With the music and broadcast industries intent on digging in their heels to stem the tide of progress, maintain business as usual and the unsustainable "status quo", Gerd Leonhard's fresh, innovative and future oriented thinking is one of the few optimistic lights sign- posting the way forward."

— **Arthur Bernstein**, was with another company when working with Gerd at MediaFuturist.com

"Gerd is as good as it gets. Anyone who's working with digital media should look to Gerd for advice, direction, a glimpse of the future and hard work befitting a multinational enterprise or a start-up in a garage. Gerd is terrific, my highest recommendation."

— **Jim Griffin**, was with another company when working with Gerd at MediaFuturist.com

"Gerd is, without doubt, one of the digital media industry's great thinkers and linkers. One can infer a great deal from the fact that Gerd is regularly cited by key figures in the business as justification for their own arguments. Not only does Gerd have an astonishing skill for monitoring all that is happening in the digital space, seemingly ahead of real time, but he manages to distill all that knowledge into a philosophy and wisdom of his own, which is evidenced in his books and on his blog. But the best bit is that it's not all talk:

Gerd has been through it, created start-ups, fought through the lean times and come back on top with brand new, cutting-edge, entrepreneurial businesses. All in all, I'm rather jealous."

— **Toby Lewis (toby@MusicAlly.com)**, was with another company when working with Gerd at MediaFuturist.com

"I read 'The Future Of Music' some years ago. I rated it highly! Gerd saw the macro music industry issues long before many others. Margot Daly Music Choice"

— **Margot Daly**, was Gerd's client

"I've worked with Gerd on a few occasions now and each time have found it a great experience. His level of knowledge, style of delivery and focus on our particular needs was excellent. Highly recommended."

— **Bruce Robertson**, was Gerd's client

"Gerd's knowledge of the industry is second to none. We were able to secure deals and open doors in much easier fashion. One of the nicest and easiest people to work with."

— **Wojtek Hoch**, worked directly with Gerd at MediaFuturist.com

"Gerd is a visionary, an optimist and an entrepreneur. He looks into the future of the music business and sees nothing but opportunity!"

— **Stephen Hill**, was with another company when working with Gerd at MediaFuturist.com

"Gerd is a media culture weather vane - helping all of us see where the winds are blowing and which ones are most impactful on our careers and companies."

— **Peter Spellman**, worked directly with Gerd at MediaFuturist.com

"Gerds presentation at Denmark music business convention SPOT was a highlights of the programme. He managed to convey his vision of the future of the music business in a both entertaining and highly professional manner. His vision is not shared by everyone but both those in agreement with his vision and those not quite won-over agreed that the presentaion made for great further discussions."

— **Mikael Hojris**, was Gerd's client

"Gerd is one of the few people that "gets it!" He has a correct a clear vision of where the entertainment business is going. Evry month there's an important development in the industry that validates his approach and pedictions. Paul Hoffert"

— **Paul Hoffert**, was with another company when working with Gerd at MediaFuturist.com

"I recommend Gerd and his challenging ideas on the future of entertainment and media. He was outstanding at a recent seminar organised for independent music companies assessing their business strategies."

— **Philippe Kern**, worked with Gerd at MediaFuturist.com

""We had a great meeting and Think-Tank workshop for one of our investments, www.Digimpro.com. We got exactly what we wanted and more. Gerd was prepared, professional and really knew his stuff, plus he's helpful, energetic and fun!" ///Andreas Kemi"

— **Andreas Kemi**, was Gerd's client

"Gerd is what I usually call extra-auditory. He is the man with a sharp sense for the future of music. Felix Bopp, CEO, Club of Amsterdam"

— **Felix B Bopp**, was with another company when working with Gerd at MediaFuturist.com

"Gerd is the fixed and mobile music futurist you should know and get in touch with. He is extremely well connected and always willing to fit you into his busy schedule. We definitely need to spend more time to visioning the mobile music future together."

— **Jan Michael Hess**, was with another company when working with Gerd at MediaFuturist.com

"Gerd did a fantastic job at a recent global logistics conference - opening up the opportunities of the future, and bringing in varied examples from a host of different industries to explore new ways of thinking. Had a big impact with the team."

— **John Marsden**, was Gerd's client

"WWF International staff had the pleasure of listening to Gerd as a keynote speaker during the 2013 Learning Week this week - when he addressed the topic of moving "From conversation to conservation action". I know that everyone in the audience found Gerd to be inspiring, informative and challenging, and wanting more. Delivered in a punchy and dynamic "TED" style, Gerd's talk catalysed much discussion after the talk, and since, and generated a thirst for further interaction. I, for one, am looking forward to further opportunities to hear his thoughts on moving "from ego to eco"."

— **Richard McLellan**, was Gerd's client

"Green Futurist Gerd Leonhard gave a fantastic keynote at Ecosummit Berlin 2012 that we recorded for Ecosummit TV. Gerd talked about sustainable capitalism and why we have to move from ego to eco. People and corporations alike should be sustainable by default in everything they do. The Internet enables a decentralised sharing economy in which we share energy and all other resources. Sustainable capitalism is the

only way forward into our future. Gerd understands the complexity of the Smart Green Economy very well and is a superb public speaker."

— **Jan Michael Hess**, was with another company when working with Gerd at Green Futurist

"I highly recommend Gerd Leonhard's new book, "Music 2.0," to anyone involved in the music industry, or in media & entertainment in general. Having read and enjoyed Gerd's previous book, "The Future of Music," and having been an avid follower of Gerd's blog and other writings, I was eagerly looking forward to "Music 2.0." I was not disappointed! In a collection of his essays dating back over the past four-plus years, Gerd demonstrates time and again his unique abilities as both a keen and insightful observer of the present and uncanny predictor of the future. As Gerd makes clear, the future of music is bright, indeed... but it will belong not to the traditionalists, but instead to those willing to think -- and act -- differently. If you want to participate, you need to read "Music 2.0.""

— **Woody Armstrong**, was with another company when working with Gerd at "Music2.0" Book

"I was really looking forward to read Gerd's Music 2.0 as his "Future of Music" book has been really inspiring for me during the last 3 years. "Music 2.0" is even better and I'm really convinced that in 3/5 years we will all be saying : Yes , Gerd was right. A must read if you want to work in the music business"

— **Andrea Rosi**, was with another company when working with Gerd at "Music2.0" Book

"Gerd is terrific. He served on the NFL's special innovator focus group for Turnkey Sports, and provided amazing insights and led the conversation in places we never expected. He's someone who draws creativity from everyone around him."

— **David Stys**, was with another company when working with Gerd at "Music2.0" Book

"I have watched Gerd talking at conferences a number of times and been following his blog(s) for a long time but finally I have his main ideas in one book as oppose to having to look around in different places on the web. A great read!"

— **Jonas Woost**, was with another company when working with Gerd at "Music2.0" Book

"This collection of thoughts by Gerd gives a clear vision of where the music and content industry should go: (open std & interoperability)+social networking = more revenues."

— **Fernando Mantovani**, was with another company when working with Gerd at "Music2.0" Book

"As a fellow digital music advisor/veteran myself, and a collaborator with Gerd, I can wholeheartedly say that his Music 2.0 book is a 'must-read' for those who operate in the trenches of the digital music world. His

insights and ideas are well worth reviewing if you're in search of a roadmap to navigate what comes next in this dynamic space. Highly recommended!"

— **Kelli Richards**, worked directly with Gerd at "Music2.0" Book

"I had the privilege to read Gerd's book a bit in advance of the official release and I can say I was stricken by his vision, which I largely share. if you want to have in idea of what might happen in the Music business area, I strongly advise you to read "Music 2.0" !"

— **Gilles Babinet**, was with another company when working with Gerd at "Music2.0" Book

"Gerd is one of my best sources of ideas and lights in my thinking about the future of music & media industries"

— **Philippe Astor**, was with another company when working with Gerd at The End of Control Book

"Gerd is one of the most active and visionair people i know related to future media. He feels the heartbeat of future media."

— **Marc Van Steyvoort**, was with another company when working with Gerd at Sonific

"smarter than the average cat"

— **Martin Goldschmidt**, was with another company when working with Gerd at Sonific

"Gerd came highly recommended by the speakers at our Brevard Conference on Music Entrepreneurship, and was one of our keynote speakers at our premier conference in 2006 at the Brevard Music Center in North Carolina. His presentation was outstanding, and provided great, thought provoking insights to the attendees, of which he received rave reviews. We hope to have him back again in 2007!"

— **Michael Drapkin**, was Gerd's client

"Gerd appeared at Musiikki&Media seminar in Finland (oct2006) and totally ruled. I have never received as much positive feedback from the audience, everyone (including) me just loved Gerd's easy to understand presentation and his personal, warm style. We'll do this again..."

— **Kimmo Pekari**, was Gerd's client

"Read Gerd's book, and follow his advices. It's essential. Either if you are seasoned or new in the biz. Your best chance to survive the music business "jungle". Gerd is a great connector, networker, a fantastic person with a constant flood of top ideas."

— **Wim Reijnen**, was with another company when working with Gerd at "The Future of Music"

"Gerd has a clear view of a workable "Future of Music". I believe time will show him to have been one of the clearest and most relevant voices in the age of the evolution of digital music."

— **Paul Dale**, was with another company when working with Gerd at "The Future of Music"

"The book that Gerd wrote changed my outlook on music, the industry and how I could help it all out. He has written THE must read book for anyone with a passion for music."

— **C.C. Chapman**, was Gerd's client

"Gerd's a 'top bloke' and a real genius - if only the music industry would listen to people like him, everyone in it would be much wealthier and happier than they are, and the public would have vastly more to listen to."

— **Nick Ashton-Hart**, worked directly with Gerd at "The Future of Music"

"A friend, a visionary an entrepreneur that has been in the business of digital music since its beginning."

— **Gianluca Dettori**, was with another company when working with Gerd at "The Future of Music"

"Gerd is the one guy who knows everything and everyone worth knowing in digital music. Connect with Gerd and you've connected with the whole industry."

— **John Beezer**, was with another company when working with Gerd at "The Future of Music"

"There are three letters setting Gerd apart from his colleagues: Gerd is THE music futurist!"

— **Felix B Bopp**, was with another company when working with Gerd at "The Future of Music"

"I know of no other source that provides such a critical, yet constructive, analysis of the music business. Examining the flaws is easy to do. Presenting a workable, future view is very hard to do. This book accomplishes both and is a must-read for experienced professionals as well as novices to the music industry."

— **Steven Corn**, reported to Gerd at "The Future of Music"

"Most people just 'see'. Gerd has vision. This is evident in his book and in every interaction with him. Gerd's insightfulness is perhaps only bested by his perspective. His views are delphic in the oracularity and crystal in their clarity. Gerd is a visionary who can execute, and a pioneer who never loses sight of the big picture."

— **Vic Sarjoo**, was with another company when working with Gerd at "The Future of Music"

"Gerd is brilliant at getting the context right, in a world that is overflowing with a variety of content. His views on the future of copyright, music & film distribution and the media in general always open eyes and

ears. Sign him up for your conference and you'll definitely get a wealth of ideas! Check out the book too. Jonathan Marks, Insultant to the Broadcast Industry, Amsterdam"

— **Jonathan Marks**, was with another company when working with Gerd at "The Future of Music"

"We worked closely with Gerd and explored strategies for building a best of breed digitally based independent record label. His insights, combined with his data and knowledge of the music business was extraordinary and very helpful. I would highly recommend Gerd and his work to anyone interested in competing in the music and entertainment industries of the future."

— **Stephen Klein**, was Gerd's client

"Our work at Polyphonic HMI with Gerd has been very positive. His ability to gain clarity and provide insights became immediately apparent and surpassed our expectations."

— **Mike McCready**, was Gerd's client

"Gerd is someone you want to have on your side. He is extremely smart and hard working and knows the digital music space as well as anyone. Gerd did a great job helping to create marketing and product strategies for us at Berklee. First rate consultant!"

— **David Kusek**, managed Gerd at ThinkAndLink

"Gerd is a great man to work with, and has a deep understanding and insight into all things media...most importantly his business network is very useful for any media business looking for financing and partnerships!"

— **Ashley John Heather**, was with another company when working with Gerd at ThinkAndLink

"For the past five years, Gerd has remained a ubiquitous force in the colliding worlds of media and technology. Equal parts evangelist, techno-phile, and shrewd negotiator, Gerd's knowledge of every aspect of the business and those shaping its future makes him the perfect resource for anyone seeking partnership opportunities."

— **Steve Griesemer**, reported to Gerd at ThinkAndLink

"visionary, industry radical, robust, believes in making a difference and the coolest German I know"

— **Raf Ali**, worked with Gerd at ThinkAndLink

"I have worked with Gerd since his days as founder of LicenseMusic.com. He is one of the most creative and innovative people I know. He brings an infectious level of excitement and energy to all the projects he is involved in. - Joel Fisch, Intel Capital"

— **Joel Fisch**, was a consultant or contractor to Gerd at ThinkAndLink

"Working with Gerd has proven to be highly rewarding; his expertise in the digital music arena is profound, and his day-to-day work style a joy to engage with. I'm very thankful to have him as a business partner and collaborator. It's both a privilege and an honor."

— **Kelli Richards**, was with another company when working with Gerd at ThinkAndLink

"Gerd and I met in 2003 and I feel lucky to have got to know a fellow entrepreneurial spirit also located in NW Switzerland with whom I can discuss innovation and opportunities deploying virtual community, communications and social software approaches. There is a multiplier factor incubating there for future business!"

— **Barry Hardy**, was with another company when working with Gerd at ThinkAndLink

"Gerd Leonard is turbocharged for innovation! He's a fountain of new ideas and clear thinking about the future."

— **Stephen Hill**, was Gerd's client

"Gerd is a true professional, few understand the digital media technology space as well as he does"

— **Michael Downing**, was with another company when working with Gerd at ThinkAndLink

"Gerd is a digital music industry super-hero, having the vision, skills, and relationships needed to organize a fantastic event at Popkomm this year."

— **David Pakman**, worked directly with Gerd at Popkomm Innovation in Music & Entertainment Awards

"The Popkomm event is destined to become one of the most important events focused on the intersection of media, technology and entertainment, a uniquely diverse and dynamic group of participants made this year's event a not-to-missed spectacle."

— **Michael Downing**, was with another company when working with Gerd at Popkomm Innovation in Music & Entertainment Awards

"Saw Gerd perform at a session of the "Club of Amsterdam" in late November 2003. He stole the show, mixing relevant personal experiences with some lively reality checks on the industry. Gerd was topical, funny and relevant. At last someone who has not got lost in the 4th medium - Powerpoint. Highly recommended!"

— **Jonathan Marks**, was with another company when working with Gerd at The Digital Marketing Organization

"Gerd has thought very deeply about the issues involved in digital property management. He has first hand experience trying to balance the publisher/writer/artist/label issues in this complicated new world. Gerd is a very serious guy."

— **Martin Tobias**, was a consultant or contractor to Gerd at The Digital Marketing Organization

"Gerd Leonhard knows the media/entertainment space better than almost anyone I know. Better yet, he knows where it's going. So, if you want to be ahead of a curve that you may not even know that you're on, I highly recommend Gerd for his forward thinking, his integrity, and his commitment to serving his clients. --John Schuch, Assistant Professor, Music Industry Studies, University of Memphis"

— **John Schuch**, was with another company when working with Gerd at The Digital Marketing Organization

"Gerd is truly an innovative thinker. He's one of the brightest people that I've met. It was not only a pleasure to work for him. I also learned a hell of a lot about the dot-com and the start-up worlds."

— **Steven Corn**, reported to Gerd at The Digital Marketing Organization

"Gerd is an excellent guy and he knows the online space inside and out. He also seems to know more people than should be humanly capable!"

— **Tom Ryan**, was with another company when working with Gerd at The Digital Marketing Organization

"Absolute goldmine of ideas, great intercontinental endurance, very cool insight into music biz as it really is and will be. Inspiration to many entrepreneurs."

— **Wojtek Hoch**, worked with Gerd at Musicrypt

"Planning a move in the music/entertainment space? Need guidance and contacts? Gerd is your man! Don't think you need him? Sorry, but you are horribly wrong!"

— **Gunnar Östergren**, was with another company when working with Gerd at Musicrypt

"Gerd Gets It. Gerd is indefatigable. Gerd knows every single person you need to know in the music business, and has done deals with most of them. Gerd understands the new technologies. Gerd understands the difficult (and sometimes intractable) business issues. If you really want to know what's going to happen, talk to Gerd. What more is there really to say?"

— **Steven Masur**, was a consultant or contractor to Gerd at Musicrypt

"Gerd is one of the most informed and clear thinking consultants in the field of online music licensing and distribution. I have had the good fortune to work with him and recommend him most highly."

— **Paul Hoffert**, was with another company when working with Gerd at Musicrypt

"Gerd understands the combination of technology & music like very few, and has kept a positive outlook on that potential. He's also a great business coach!"

— **Nico Köpke**, was with another company when working with Gerd at Musicrypt

"I first met Gerd through a licensing deal when he was at LicenseMusic.com. He has always been ahead of the curve and interested in where our industry is headed, especially in the realm of internet and web music usage. I have had the pleasure of working with Gerd again during his Sonific venture and follow his writing frequently. He is always a great person to work with and full of new ideas."

— **Catherine Bogin**, was with another company when working with Gerd at LicenseMusic.com Inc

"Boy oh boy! Every time I think of Gerd Leonhard, I remember the first time we met. We had lunch at the Oyster Bar at Grand Central Station in New York back in the late 90s. He had just started LicenseMusic.com and had what, maybe one or two employees? I operated my Music and Sound Effects Library and our meeting was a perfect fit and the beginning of a wonderful friendship as they said in "Casablanca". He knew the music business and more importantly, he knew the FUTURE of the music business. Gerd is the "go-to" man for the next generation of music and music delivery. Just a great experience in my life to know him. Tom Valentino"

— **Thomas J. Valentino**, was with another company when working with Gerd at LicenseMusic.com Inc

"Gerd is an incredibly creative and high energy entrepreneur with deep knowledge of the music business and emerging trends for the industry. He has an excellent ability to articulate his vision and bring together people who share his vision to make things happen. He is also very smart and absorbs and applies an amazing amount of new knowledge quickly and effectively. He is a good business leader, works tenaciously to meet his objectives, and is an overall great guy to work with! Working with Gerd was one of my best business experiences and I would welcome a chance to work with him again."

— **Frank Sabella MBA CPA**, reported to Gerd at LicenseMusic.com Inc

"Gerd brought me from the traditional music industry over to the Internet and the new music thought paradigm. It goes without saying that Gerd continues to be at the forefront of this expanding space, as and as a result of his vision, I continue to look forward."

— **Ken G. Ehrhardt**, reported to Gerd at LicenseMusic.com Inc

"Gerd's been on my radar since the days of LicenseMusic - and it's not a surprise that LicenseMusic was ahead of its time, because Gerd is always several internet years ahead of the pack. Mr. Leonhard's past is your future and the best bet you have short of a crystal ball."

— **Toby Lewis (toby@MusicAlly.com)**, was with another company when working with Gerd at LicenseMusic.com Inc

"A visionary entrepreneur, a virtual geiser of energy, ideas and insight, Gerd is one of the guiding lights in the exploding field of online media. A frenetic pleasure to work with."

— **Jack Wolosewicz**, reported to Gerd at LicenseMusic.com Inc

"Gerd pulled together a business from scratch, attracted investors, built infrastructure, and achieved success in an enormously difficult time. He is tenacious, effective and practical."

— **Marc Jacobson**, was with another company when working with Gerd at LicenseMusic.com Inc

"Gerd was an excellent CEO who inspired loyalty and hard work. I learned a lot from him and greatly value the opportunity to work with him."

— **Steven Corn**, reported to Gerd at LicenseMusic.com Inc

"Gerd has consistently been a consistent visionary in the digital rights and digital music space."

— **Adam Sexton**, was with another company when working with Gerd at LicenseMusic.com Inc

"I worked alongside Gerd through the ups and downs of LicenseMusic.com; a great idea that was ahead of its time. He is wonderfully creative and has an indomitable entrepreneurial spirit."

— **Joel Fisch**, was a consultant or contractor to Gerd at LicenseMusic.com Inc

"I met Gerd when at LicenseMusic.com in San Francisco and invited him to speak at Interactive Publishing/Content Summit 2001. He provided strong and clear opinions on the future of the music business and was a great addition to the summit."

— **Norbert Specker**, was Gerd's client

"Gerd is one of the hardest workers I have ever met. The sheer amount of distance that he covers is astonishing. His ideas are solid and you can rely on him."

— **David Kusek**, was Gerd's client

[Contact Gerd on LinkedIn](#)