

Pieter Geldenhuys

Technology Innovation & Strategy



Pieter is an Internationally renowned futurist and expert in the field of Innovation and Technology Strategy. He is the founder and Director of the Institute for Technology Strategy and Innovation, a boutique consultancy that allows companies to leverage their own innovative potential. The Institute has delivered more than 3000 students and 80 innovation projects across the technology & financial landscape over the past decade.

He was the previous Vice-Chair of the Innovation Focus Group at the International Telecommunication Union in Geneva, Switzerland, and assists numerous post-doctoral students in Europe with their research on technology's impact on the future.

Pieter is a fractal individual with multiple roles in the industry. He is widely used as an impact speaker, futurist and strategy consultant by the majority of South Africa's Top100 companies. He has addressed audiences in the USA, Australia, Switzerland, Mauritius, New Zealand, Iran, Kenya and China. He also has more than 800 National radio appearances under his belt.

He holds a degree in Electronic Engineering and a Master's Degree in Business Administration. He currently holds the title of Extra-ordinary lecturer in Technology Strategy at North-West University, where he lectured Technology Strategy course to MBA students for more than a decade.

He believes the only way to effectively predict the future is to create it.

“Pieter is one of the most thought-provoking and fascinating lecturers and conference speakers on technology trends that I have ever heard. He has a passion for technology and has boundless energy to keep abreast and delve into a wide range of technologies. Pieter has an impressive ability to understand the potential of emerging technologies far in advance of general market recognition and explain the market opportunities they represent.”

Roman Kikta, Acclaimed author and Founder of Mobility Ventures, Austin, Texas.

"He has the ability to take extremely complex subject matter and convey it in the most easily digestible and entertaining way possible. His ideas can form the bedrock of future economies."

Brand Pretorius – Ex-CEO McCarthy Group.

"You are the best futurist that I have met up to date."

-Dr. Johann Rupert, chairman of the Swiss-based luxury-goods company Richemont & Remgro during the Beyond CyberSpace presentation in September 2007.

"Pieter is one of the most inspiring and insightful public speakers I had the pleasure of meeting. He is one of the few futurists that I am aware of that has been spot on with nearly all his predictions over the past 15 years."

Prof. Tommy du Plessis, Director: Potchefstroom Business School.

"Geldenhuys is one of those rare academics whose passion, knowledge and energy combine into a cocktail that is not only inspiring, but also downright entertaining. He reminds me of the young Andy Andrews or, more recently, Nick Binedell: lucid, witty, commonsensical and with the "Full" sign up outside his lecture room."

Chris Gibbons, journalist.

"Pieter has the ability to provide deep strategic insight in a highly entertaining manner. You never look at life quite the same after being in one of his presentations."

Dr. Gerrit Genis - Maxwell Technologies.

Pieter's keynotes include:

Intelligence 2.0: The Coming Artificial Intelligence and Machine Learning Tsunami

Words such as *unsupervised* and *reinforced learning*, *Open Graphs* and *Knowledge Graphs*, *R* and *Flexible computation* sound as if they belong in the Software Engineering department at a university, yet it will become common language in most Corporate Boardrooms in the not too distant future. Machine Learning, Deep Learning, AI and Robo-advisors are at the cusp of a tsunami that will irrevocably change the business world forever after.

The **Intelligence 2.0** presentation will provide the audience with an invaluable insight into the business opportunities that can be unlocked by Artificial Intelligence (AI) and Machine Learning (ML). The content is provided in an easy-to-digest format that would enable even the laymen to obtain invaluable information about the world of AI and ML.

The **Intelligence 2.0** presentation will provide an overview of the AI landscape, discuss the AI value chain, discuss the AI toolsets and provide useful information as to how an organisation can deepen their knowledge of the field. The presentation will also highlight a few case studies and provide practical advice on how an organisation can leverage the tools that are commonly available. The presentation will finally showcase the Digital Transformation journey that would allow a company to leverage the AI revolution to its fullest extent.

If your organisation is burning to know how they can use AI to their advantage, they cannot afford to miss the **Intelligence 2.0** presentation.

A New Kind of Management Science – 25 Words that will Change Your World

This presentation focuses on the lessons we can learn from Nature in managing innovation, market research and organisational change. To be more effective in the world of innovation, we need to learn from the patterns evident in nature.

The 25 words are the bedrock of a brand-new management science. The world of Complex Adaptive Systems has been at the centre of research in fields as diverse as Mathematics, Physics, Anthropology, Biology and Sociology for the past 4 decades. As the world is becoming increasingly complex, Management theory is starting to encompass these philosophical foundations. The best way to understand this fascinating new field is to start learning the words that define the key concepts in this space. Each of these words is explained in graphical detail, and is then matched to astonishing real world examples that exemplify excellence in Innovation Management

Some of the words we discuss are as follows: t

- **Exaptation** - What does dinosaur feathers have to do with cars that are damaged in Thailand's yearly floods?
- **Emergence** - What does Mr. Price's management philosophy have to do with Prussian Military doctrine and bird's flocking behaviour?
- **Self-organising systems** - What can ants teach us about traffic jams?

This journey will not only astound you with novel ideas that were hidden for decades under our very noses, it will also open your mind to new innovative ideas you can harness within your own

organisation. **The New Kind of Management Science – 25 words to change your world** presentation is like a rollercoaster ride. The first 5 minutes may be daunting as we climb onto a higher level of understanding, but the rest of the ride is an exhilarating journey of discovery and astonishment that will forever change how you view the world.

Beyond Cyberspace: The World of the Post Net Generation

The future is here and now. It is all around us, as pervasive as the oxygen we breathe, enabling those in the know with instant communication to the abundant resource of information and interconnection we call the Internet. The Internet is all around us, pervasive, intelligent and invisible, not confined to the narrow boundaries of our mind and experience.

What happens next as we finally start utilizing this reality as we redefine business models and communication infrastructures? What happens to our jobs, money and ideas of value? How will this new reality change our ideas of banking, retail, intelligent homes, entertainment, and individuality? What will happen when organisations finally realise that the Internet is far more than images on a computer screen, but an invisible environment that will change logistics, broadcasting, retail, personalisation & the very basis of our competitive environment?

2025: Preparing for a Complex World

In times where the only constant is change, organizations need to reframe their thinking, strategy and processes to stay competitive and relevant. We are operating in a complex world where a “best practice fits all” solution to challenges does not give optimum results any more. In this presentation, the notion of reframing a business to ensure relevancy is discussed and debriefed.

Extraordinary possibilities of success and failure lie in a gap between what is possible and what is organizational reality. The changing conditions brought about by an explosion in technology in general and in the specific environment are brought into context to optimize these possibilities. Complexity management is also discussed in this topic detail giving various options of organising value creation in a complex environment where cause and effect are only coherent in retrospect and does not repeat.

Business Unusual

The Innovation space is exploding. Everything from retail to manufacturing to services is being redefined, as innovation in the interconnected space becomes the key differentiator.

The Business Unusual presentation strives to make sense of the new opportunities available within this new hyper-connected world as it starts unpacking dozens of innovative business models and business trends from around the world. These new business models, which span the entire economy, are made possible by the advent of the Ubiquitous Internet and the unique interaction of recently adopted user patterns in the world of mobility, user centric computing and social networking.

The presentation will take the participants on a journey into an exhilarating and inspiring world where established business models are turned on its head, and where the mental maps in the minds of the entrepreneurs defines the business landscape of tomorrow.

The Business Unusual presentation is renowned for its ability to inspire the audience to harness their intellect and to use their innovative spirit to benefit their organisations, themselves and ultimately mankind.

Advertising is the Cost of Being Boring – The Future of Memes & Human Mashup

The key to understanding the future of advertising is quite simple. People trust their friend's opinion far more than a message via radio, television or a cellular phone advertisement. In fact, only 30% of the youth trusts an advertisement on a mobile phone

What is the next frontier in the discussion around Social Media?

Here is a tip: It is **not** about Facebook, Twitter and Pinterest case studies.

In short, it is about Memes, the demise of Homo Economicus, the Primal Brain, SoLoMo and the emergence of the CyberSphere.