



**Rudy de Waele**

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Rudy de Waele is a conscious business & life design strategist, futurist, humanist, keynote speaker, content curator and author. He assists global brands, entrepreneurs and startups, companies and organizations with cutting edge open innovation strategy using new methodologies to re-invent and transform business.

His unparalleled experience, knowledge and insight, propels leaders to stay ahead of the curve. Rudy specialises in giving technology trend forecasts, analysis and ideas exchange on how to thrive in the new economy and how to design a conscious business and meaningful life.



Rudy has helped diverse global brands such as BMW, Cambridge University, Coca-Cola, Google, Ericsson, European Commission, IBM, Intel, Intesa Sanpaolo, Investcorp, Louis Vuitton, Mastercard, Microsoft, MTN, Orange, PayPal, Philippe Starck, Russian Railways, Samsung, Telefonica, Vodafone and World Bank.

His latest book shift 2020 - How Technology Will Impact Our Future delivers impactful insights into how future influences such as IoT, Genetics, Robotics and AI will have on our collective daily lives and includes foresights by some of the world's leading technology experts.

Rudy is a graduate from Singularity University, he has developed over 200 leading industry events across more than 50 cities globally. He is an associate of The Futures Agency, a member of the IoT Council - a global think tank for the Internet of Things, and Strategic Advisor and Ambassador to Smart Cities World.

Follow Rudy on Twitter, Instagram, Medium, Facebook and Linkedin or sign up to his newsletter.

### **About human works design**

human works design empowers the game changers of tomorrow. We help leaders to grow in designing conscious business and make themselves future proof with innovation & technology trends, philosophy and exponential business models, provided by a selected network of international thought leaders, designers & futurists.

human works design unlocks the change maker within every business leader or entrepreneur and offer international experience, various transformation methods and technological tools to bring the conscious change needed to bring meaningful, innovative, value-driven, sustainable businesses and projects to life. We are working side by side with business leaders, entrepreneurs as well as children to take action on designing a better world.