

Laurent Haug

Connecting people and ideas

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Summary

As an observer, strategist, investor and creative matchmaker I guide industry leaders, start-ups and policy makers through the intricacies of emerging technologies and the larger social and economic changes that shape them.

I work on projects in different domains - entrepreneurship, innovation, finance - and facilitate the sharing of ideas, experience and knowledge that lead to innovative action and new collaborative projects.

I am currently working on three separate book projects. My first book, "How Innovators Think" is due for release in 2016.

Experience

Author at 200ideas

January 2015 - Present (1 year 7 months)

Currently working on three separate book projects:

How Innovators Think

An inside look at the qualities that drive an innovator to make change, featuring interviews and contributions from Alan Kay (Xerox PARC), Toni Schneider (Automattic), Jacques De Saussure (Pictet), Christian Wanner (LeShop), Tim O'Reilly (O'Reilly Media), Bernard Sabrier (Unigestion), Juliana Rotich (Ushahidi). Due for publication in 2016. More information on <http://how-innovators-think.com>

Come Together

An exploration of the delightful art of inspiring and connecting people, featuring interviews and contributions of Tim O'Reilly (O'Reilly Media), Vint Cerf (Google), Suzy Menkes (Conde Nast Luxury Conference), André Schneider (World Economic Forum), Boris Veldhuijzen Van Zanten (The Next Web), David Rowan (Wired UK), Bruno Giussani (TED), Frédéric Mazella (CEO Blablacar), Jeremiah Owyang (Founder of Crowd Companies), Jean-Claude Biver (CEO TAG Heuer), Juliana Rotich (Venture Partner, Africa Technology Ventures), Stefana Broadbent (Nesta), Eric Brun-Sanglard (Blind interior designer), Géraldine Lemeur (Le Web), Hugh Forrest (SXSW), Kris Kimel (Ideas Festival), Laura Penn (speakers coach), Matt Locke (expert storyteller), Monique Van Dusseldorp (Next, TEDx Amsterdam, Picnic), Pep Rosenfeld (Boom Chicago), Robert Scoble (VR Upload), Maryam Scoble (independent event planner), Sébastien Tondeur (CEO MCI), Thomas Madsen-Mygdal (Reboot), Steve Wozniak (Co-founder of Apple), Julien

Carette (CEO, Havas Events), Leetha Filderman (President, Poptech), Tim Harford (Author), Robin Chase (CEO Zipcar), Carl Honoré (Author and speaker), Kitty Leering (PICNIC/Thought For Food), Bruno Bonnell (EM Lyon), Kara Swisher (Re/code) and Richard Saul Wurman (TED founder). Due for publication end of 2016. More information on <http://come-together.co>

Things I Will Tell my Kids if They Become Entrepreneurs

What I wish I had been told before launching my own businesses.

Partner at MKS (SWITZERLAND) SA

November 2014 - Present (1 year 9 months)

MKS Alternative Investments is the seed investment arm of MKS Switzerland. Based in Geneva and focusing on promising start-ups from around the world, we invest in passionate teams with long term visions, regardless of their industry or location. Current investments include BRCK (KN), Flyability (CH), Tawipay (CH), BeCash (CH), Lookup.to (IN), iRewind (CH), Sailogy (CH), FansNation (CH) and Ring.MD (SIN).

Speaker on Innovation, Digital Transformation and Technology Trends at Conferences, Business Schools & Media

March 2000 - Present (16 years 5 months)

I speak and host panels at conferences and for private clients. My areas of specialty include:

- technological trends and their impact on business and society
- digital transformation and innovation
- entrepreneurship

I work with clients such as Havas, IMD, Mc Kinsey, UBS, United Nations, Société Générale, Helvetia, Rothschild, Swiss government, Groupama, Unigestion, Crédit Mutuel, ING Bank, Mylan, Richemont, Aegate, Nespresso, SICPA.

Selected slides are available at <http://www.slideshare.net/laurenthaug/>, with videos (English and French) on <https://goo.gl/59QbIF>

Director at TawiPay

October 2015 - Present (10 months)

Current member of the Board of Tawipay, a startup whose mission is to cut much of the cost and red tape involved with sending money overseas.

Founder and Curator at 200ideas

September 2013 - Present (2 years 11 months)

200ideas is a series of events that present today's most important innovations and trends in a fun and fast-paced format. Designed for decision makers, at the intersection of technology, culture, entrepreneurship

and communication, 200ideas welcomes speakers who curate the best ideas of their respective fields into comprehensive and actionable insights.

Investor at Self-employment

January 2011 - Present (5 years 7 months)

Personal investments in Anthemis, Blueleaf, Marco Polo, Leade.rs, Faction Ski, Try.com, Codeship.

Swiss Correspondant at Wired Magazine UK

October 2011 - Present (4 years 10 months)

As Wired Magazine UK's Swiss Correspondent, I identify stories on interesting innovations and Swiss start-ups for their 1.6 million readers. If you are a Swiss entrepreneur or researcher with an exceptional project, please get in touch.

Venture Partner at Anthemis Group SA

April 2012 - December 2015 (3 years 9 months)

Anthemis Group is a specialist holding company providing vision, strategy, leadership and capital to growth-stage companies with innovative business models at the intersection of financial services, markets and technology.

Portfolio companies: AFB, Automatic, Azimo, Bento, Betterment, Blueleaf, Currency Cloud, Eris Industries, Etoro, Fidor, Financeacar, Indix, Metamarkets, Mopowered, Moven, Payoff, Payperks, Peerindex (sold to BrandWatch), Premise, Quantemplate, Seedcamp, Simple (sold to BBVA), Suprmasv, The Climate Corporation (sold to Monsanto), Trov, Visual.ly, Xenapto, Zyfin.

Columnist at Bilan

January 2014 - July 2014 (7 months)

Co-author with Tiffany Busser of a monthly column on innovation and trends, published in Bilan.

Lecturer at University of Lausanne

July 2011 - June 2014 (3 years)

Lecturer for eMBA students on managing social media on both personal and corporate levels.

Talk Show Host at 3615

January 2012 - June 2012 (6 months)

A weekly talk show discussing the challenges of 21st century society and recorded at World Radio Switzerland. Hosting this show was a great learning experience and a chance to meet fascinating new people on a weekly basis.

<http://soundcloud.com/3615-emission>

Founder at Lift Conference

October 2005 - April 2012 (6 years 7 months)

Lift Conference is a series of events that inspire and connect pioneers around the world. Each event explores the social implications of technologies. Past speakers include Tim Berners-Lee, Robert Scoble, Cory Doctorow, Nathalie Kosciusko-Morizet, Vint Cerf and many other amazing people. It has been held so far in Switzerland, France, South Korea, India, China and France.

After running the company for 6 years, I stepped down from all operational and editorial duties in April 2012 to spend more time at home with my newborn daughters.

Founder at Lift lab

June 2005 - May 2011 (6 years)

Lift lab was a research boutique that helped clients understand and foresee technological evolutions in order to turn innovation into opportunities. Clients included large companies, public institutions and start-ups. In October 2011, Lift lab merged with the Near Future Laboratory.

Co-Founder at Cocomment

September 2005 - August 2006 (1 year)

I co-founded, developed and launched CoComment, a conversation tracking tool that stormed the web and took users by surprise in early 2006.

Project Manager at Pictet&Cie

May 2004 - June 2005 (1 year 2 months)

As part of the eBusiness team I was responsible for creating and developing the company's online presence throughout their Intranet, website (www.pictet.com) and several eBanking applications.

My responsibilities included managing IT projects, defining the bank's online strategy and resources allocation along with analyzing and reporting on current online activities. I was also involved in the bank's main project -an ongoing core system replacement- as a member of the change management team.

Independent Consultant at Self-employed

January 2003 - April 2004 (1 year 4 months)

As a Consultant on IT projects for various institutions, I have worked on solutions design and deployment, strategy definition and deployment, project management and change enablement. Clients include Pictet&Cie (largest Swiss private bankers in Geneva), Bearing Point (consulting, Geneva), Bread and Butter (Communication Agency, Lausanne) and various NGOs.

Senior Consultant at Arthur Andersen Business Consulting

August 2000 - December 2002 (2 years 5 months)

As a member of the team serving the French-speaking part of Switzerland, I worked for international corporations and organisations in both the private and public sector. I was involved - first as a consultant then as a senior consultant - in business processes analysis, design and implementation of large scale

information systems, project management, change communication and enablement along with definition of strategies for the integration of technologies in business activities.

Consultant at BB Studio - Switzerland

January 2000 - July 2000 (7 months)

I worked on two fixed term missions for large companies merging their activities and developing new tools for internal communication using internet technologies. I was involved as a consultant in the analytic phase, solution design and implementation.

IT Manager at Frequence Laser

August 1998 - December 1999 (1 year 5 months)

As IT manager I was responsible for the completion of a major online store project which consisted of bringing more than 180,000 references on the company's online store. I was Project Manager for the applications of internet, intranet and extranet and was also actively involved in change enablement, users training, software and hardware deployment.

Partner at Netface

April 1996 - July 1998 (2 years 4 months)

One of the partners of this Lausanne based start-up I was in charge of business's web related activities. I was responsible for client development, sales and projects management, working with a team of designers and developers to deliver state of the art web sites in the early days of the internet economy.

Languages

| | |
|----------------|-----------------------------------|
| English | (Full professional proficiency) |
| French | (Native or bilingual proficiency) |
| German | (Limited working proficiency) |
| Spanish | (Elementary proficiency) |

Skills & Expertise

Entrepreneurship
Strategy
Start-ups
Social Media
Business Development
Innovation
Management
Public Speaking
Digital Media
Project Management
Business Strategy
Consulting

Presenter
Marketing
Change Management
Lecturing
Teaching
E-commerce
Technology Evaluation
Digital Strategy
Marketing Strategy
Social Networking
Management Consulting
Connector
Innovation Management
Team Leadership
Inspiration
Culture
Mobile Devices
Digital Marketing
Training
Foresight
Conference Design
Interviews
Business Modeling
Web 2.0
Strategic Partnerships
Business Analysis
Connectors
Analysis
Information Architecture
Integration
Radio Host
Online Advertising
Interviewing
Business Intelligence
Digital Media Services
Venture Capital
Start-up
Strategic Visionary

Education

HEC Lausanne - The Faculty of Business and Economics of the University of Lausanne

Master, Management, 1994 - 1998

Activities and Societies: Member of the "comité HEC" (association of students) Assistant of the IT center (CEI - 1994/1996)

Lycée Jean-Jaurès, Reims, France

Baccalauréat C, Science, 1991 - 1994

Activities and Societies: Member of the famous local band "The ruby mondays" ;-)

Interests

I contribute to local and international media as an expert on digital business. I voluntarily devised and launched a training program for seniors over the age of 85 to learn social media skills. My hobbies include hiking, snowboarding, fishing, eating lots of cheese and going to places I've never been before.

Volunteer Experience

Social Media Teacher at Hospice général - Institution genevoise d'action sociale

September 2013 - Present

Organized and hosted a social media and computers training event for seniors aged 85+ with the help of the Geneva Social Services. A humbling and magical experience that showed me how much technology is leaving certain people behind, and how difficult it is to embrace the digital world when having to go from 0 to 100 in just a few days.

Publications

Come Together

Authors: Laurent Haug

An exploration of the delightful art of inspiring and connecting people. Due for publication in 2016.

How Innovators Think

Authors: Laurent Haug

An inside look at the qualities that drive an innovator to make change. Due for publication end of 2016.

Things I will tell my kids if they become entrepreneurs

Authors: Laurent Haug

20 years of entrepreneurial experience condensed in 120 slides.

Consumer retail trends 2015

September 25, 2015

Authors: Laurent Haug

8 trends redefining how we shop.

Laurent Haug

Connecting people and ideas

laurenthaug@gmail.com



58 people have recommended Laurent

"Laurent is an absolute pleasure to work with. Seriously. Rarely one meets a person that understands the insides and outsides of creativity and innovation - and then sees them mesh it together into a workable solution. Hopefully we can do it again in the future."

— **David Galipeau**, *Global Chief, United Nations Social Impact Fund (@un_sif), United Nations*, was with another company when working with Laurent at Conferences, Business Schools & Media

"De pouvoir échanger avec Laurent est toujours une source d'enrichissement. Ses vastes connaissances des problématiques digitales en font un expert fort apprécié."

— **Pierre-Alain Schnegg**, *CEO, SolvAxis S.A.*, was Laurent's client

"I've met Laurent quite some years ago, as all great random encounters, I'm happy that our paths crossed. Laurent work with LIFT has both inspired me and taught me many aspects of diligence, flawless execution, strategy and direction. We've had many conversations when we were giving our first steps in both LIFT (liftconference.com) and SHIFT (shift.pt). Laurent delivered an amazing presentation at our first conference and in many aspects his knowledge and advice were fundamental during our kickstart years. Laurent is open, intelligent, passionate and very positive to work with. I personally value not just our friendship, but to Laurent is one of my references for future thinking and for that I would recommend him to anyone considering working with him."

— **Pedro Custódio**, was with another company when working with Laurent at Conferences, Business Schools & Media

"Laurent is an inspirational speaker with great insights about new technology developments. He is able to capture the audience attention as well as deliver significant value during his talks. My students at HEC Lausanne were really impressed by his performance."

— **Jan Ondrus**, worked directly with Laurent at Conferences, Business Schools & Media

"I invited Laurent to be a participant of Mastermundo in 2008, where he shared his view with the 99 other participants there. We kept in contact ever since and I got to know him as a truly great mind, a really nice

person with a immense energy that not only gets people to start but also to make them do. Having more Laurents in the world would make the world a better place. And yes, of course, he also does great events and other nice things — but that just makes good sense once you get to know the guy."

— **Marcel Kampman**, was with another company when working with Laurent at Conferences, Business Schools & Media

"Laurent is superb speaker/futurist with a wide knowledge of the latest trends in Information Technology. He does excellent research combined with first hand knowledge of entrepreneurs pushing the borders of concepts and technology,"

— **Vijay Srinivasan**, was Laurent's client

"Laurent was a keynote at our SolvAxis Users'day in 2011 and made a great presentation. His conference was well adapted to our audience, fully up-to-date and with a great take-home value. He will be again a keynote at our 9th year management & advisory services customers event on November 7th."

— **Dominique-Alain Freymond**, was Laurent's client

"Laurent animated three workshops for the entrepreneurs of the incubator The Ark, about the topic "Web communities". He gave our entrepreneurs a very good idea of the importance of "web communities" for their own businesses. He also clearly understood the specific "business model" of each entrepreneur attending the workshops and gave concrete and relevant advices to each of them. I wish we will have the opportunity to work again with Laurent and its team in the future."

— **Jérôme Salamin**, was Laurent's client

"First of all, Laurent is European, so he has a different point of view, a different (long) list of examples and case studies, a different take on innovation, technology and business than the usual US-media-driven stuff. He's insightful and has a background as a business doer that allows him to spot and avoid the general hype."

— **Bruno Giussani**, worked directly with Laurent at Conferences, Business Schools & Media

"We engaged with Laurent to discuss the implications of Web 2.0 on traditional businesses. Laurent did a great job in defining and providing a perspective on Web 2.0. Laurent is on top of the topic and able to provide a lot of concrete examples."

— **Stephane Rey**, was with another company when working with Laurent at Conferences, Business Schools & Media

"Knowing Laurent since the early days of Lift when we established a relationship with the University of Geneva, he has on several occasions delivered very insightful and compelling talks to Masters students in Information Systems in Geneva and to MBA students at Korea University Business School in Seoul. His

experience and interest at the frontier of technology and society issues provides a good basis for interesting talks and lively discussions. Laurent is a great speaker and a fantastic person. I never miss an opportunity to invite him for a talk. In short : Two Thumbs Up !"

— **Jean-Henry Morin**, was with another company when working with Laurent at Conferences, Business Schools & Media

"Laurent is an exceptional blogist, an entrepreneur with a vision, and a great conference organizer"

— **Yves Pigneur**, was with another company when working with Laurent at Conferences, Business Schools & Media

"Laurent is one of the most inspirational persons I have ever met. Not in the sense of listen-to-me-What-I-have-to say-will-blow-your-mind but, on the contrary, because he has the innate ability to bring out the intelligence in others. As a result, being in Laurent's presence is like riding the crest of a wave in Hawaii: it is the exhilaration of feeling the footing of a surf board and knowing that he will help catch the wave in its power, before giving the signal to skim elegantly away. He takes us beyond our own horizons, in whatever field they may be."

— **Michèle Laird**, *Freelance Journalist, Swisster / Edipresse*, worked with Laurent at Lift Conference

"To define Laurent is difficult, Entrepreneur, visionary, just listening to him is already inspiring. Switzerland should be proud of having him as one of its native."

— **Yarom Ophir**, was with another company when working with Laurent at Lift Conference

"Laurent combines a unique eye for what's coming next with great entrepreneurial skills! He has created a world class platform bringing brilliant minds in tech.. which makes waves all over to this side of the Atlantic. In the process, he has helped the development of a new class of creative and innovative people!"

— **Pascal Marmier (###)**, was with another company when working with Laurent at Lift Conference

"Laurent is bright, energetic, compassionate and genuinely entrepreneur. I've been at the university with Laurent, and he was already a successful entrepreneur back then. Laurent is the founder and CEO of the LIFT Conference. LIFT is unique and I do really have appreciated the conferences organized by LIFT. Laurent has spent considerable time to organize something that has never been done in Western Switzerland."

— **Eddy Ngoy**, was with another company when working with Laurent at Lift Conference

"Laurent with his LIFT conferences is at the cutting edge of what future meetings are going to look like, and he is constantly innovating and challenging the status quo. I love the way he's integrating online and face to face communities, and we've learnt from him in terms of how we run our own events. Laurent spoke at the

2008 ICCA Congress in Victoria and really impressed our delegates. I totally recommend him and encourage any meetings industry professional to find out more about his conferences."

— **Martin Sirk**, was with another company when working with Laurent at Lift Conference

"Laurent brings his "blue skies" thinking to every project that I have seen him work on. He energizes the process and stimulates people's brains!"

— **Jonathan Buck**, was Laurent's client

"Laurent is an amazing spotter of trends, talent scout and connector of people. In three short years he and his team have established LIFT as an insightful and participatory conference in the heart of Europe, putting Geneva on the spot of connecting people in the field of design and technology. His energy, charm and facilitation skills make him an outstanding moderator"

— **Jan-Christoph Zoels**, was with another company when working with Laurent at Lift Conference

"Once again, the LIFT conference was great and magically organized and everything went smoothly and naturally. He and his team made a huge work to make this happen. It's a place where people tell you their stories, shows you their experience and don't try to sell you something. This is so enjoyable to have all those different people being together. More personally, he's a very friendly person to talk to for his open-mindedness, great experience and knowledge. You can see how people and friendship matters in his eyes along with a clear vision of what makes sense now and will make sense in a near future. A great and humble mind and personality to meet."

— **Yoan Blanc**, worked with Laurent at Lift Conference

"Laurent has two characteristics that are important to success - he has original ideas and he follows through. It's always inspirational to sit and discuss with Laurent because I know what we talk about will happen and I like being part of his 'action map'. I would recommend Laurent and his LiFT network - if it's an idea, if it's a project or if it's a complete plan - I trust him."

— **David Galipeau**, was with another company when working with Laurent at Lift Conference

"I got LIFTed! Laurent and his team put together the most inspiring conference I have ever visited. If you have an open mind and an interest in the bleeding edge of technology in society: visit LIFT."

— **Carl Lens**, was with another company when working with Laurent at Lift Conference

"I met Laurent when the Lift conference was more an 'idea' than an accomplishment. Laurent successfully converted his vision into a yearly, internationally anticipated and recognised event among the community. A great leader with a high commitment and great ideas, Laurent actually manages to "get things done.""

— **Antonio Fontes**, was with another company when working with Laurent at Lift Conference

"Laurent has produced one of the most amazing events I've had the opportunity to participate in - the LIFT Conference in Geneva. LIFT 07 was a wonderful mix of big ideas, provocations, leadership, inspiration and delicious fondue that has set the bar for what I expect from a technology conference. Laurent is the leader that made it a great experience for all of us."

— **Mark Kuznicki**, was with another company when working with Laurent at Lift Conference

"Laurent has a unique combination of energy and vision. He started LIFT from from nothing but an inspiration, and has turned it into a successful reality. He is the embodiment of the entrepreneurial world which LIFT represents."

— **Kelly Richdale**, was with another company when working with Laurent at Lift Conference

"I have known Laurent for several years and witnessed his skills, creativity and management expertise and commitment to his numerous projects on multiple occasions - a true "pro" in the web world, able to deliver consistantly high quality events and make ideas come to life."

— **Michel Jaccard**, was a consultant or contractor to Laurent at Lift Conference

"LIFT08 = 11 years of friendship + work + dedication + generosity + trust + network + action + exploration + jokes + challenges + expertise + club sandwiches + trips + logotypes + discussions + fights + evolution + love + creativity + stickers + exchanges + few ideas + and certainly much more to come !! Don't miss our next 11 years together!!"

— **Cristiana Bolli, Cris**, was with another company when working with Laurent at Lift Conference

"I know Laurent since several years and LIFT is certainly the summary of what he does at best: technology, new ideas (in every fields) and putting people together. Not only he is a great event organizer but he understand people motivation. His open mind allow him to go where other people would not go. I am looking forward for the next LIFT...."

— **Yves Steinhauser**, was with another company when working with Laurent at Lift Conference

"from the time we've spent in geneva, Laurent has shown upmost skill and adaptation in organizing on of the best conferences on earth. n"

— **Noel Hidalgo**, worked directly with Laurent at Lift Conference

"Lift is an outstanding conference on new technologies and their social implications. While hosting expert speakers and participants, its atmosphere is friendly and relaxed, favorizing discussions and experience

sharing. Laurent is fantastic. He has made the success of Lift through hard work, perfect management skills and thanks to friendliness and expertise on the topic. He is such a professional that when watching him, it even seems easy ... I can only thank Laurent for the impressive work, and I am already looking forward attending Lift next year!"

— **Olivier Crochat**, was with another company when working with Laurent at Lift Conference

"Laurent has one of those rare mixes of clarity, focus, authenticity and tenacity that together spell leadership. I met Laurent through his idea of the liftconference when just a few days before it all was to start I contacted him about registration after I had scanned the Swiss internet landscape for exactly that kind of event: a face-to-face meeting place of pragmatic visionaries and real to life geeks interested in the inquiry of the challenges and opportunities of technology in society. As I write this, I have been to the liftconference twice as participant, speaker on open stage and workshop leader. Each time the experience has enriched my own life immensely in that I have embraced new projects and started real life conversations that nurture my own interests in technology, sustainability and society. Not that I needed inspiration in terms of what all there is to do, I needed dialogue and inquiry as to how technology and our society are interfacing and interacting. People at the advancing edge of human thought evolution are not always quite as accessible, authentic and down to earth as Laurent is. I look forward to dialoguing and working with Laurent for many years to come."

— **Dannie Jost**, was with another company when working with Laurent at Lift Conference

"Laurent managed to mobilize sufficient talent to launch the first and then subsequent LIFT conferences. He is a great organizer and manages to get interesting people to become involved with LIFT. He is very good at starting and running networks."

— **Beth Krasna**, was with another company when working with Laurent at Lift Conference

"Laurent has done an amazing job in starting up the LIFT conference and making it world renowned - everyone I spoke to (including speakers) got a lot out of attending. He also "practices what he preaches" in respect of running his business on cutting edge web applications."

— **David Brown**, was with another company when working with Laurent at Lift Conference

"Creating from scratch an event like LIFT conference requires great capabilities such as team leadership, creativity and a visionary understanding of what technology involves in our lives today. I've known Laurent since college and it is good to see a keypoint to his success is still his natural generosity and easygoingness, qualities that made us become friends in the first place."

— **Lucas GROLLEAU**, was with another company when working with Laurent at Lift Conference

"I got to know Laurent when he created, planned and organized the first LIFT conference in Geneva with his dedicated team in 2006: the program was excellent and it went wonderfully, thanks to Laurent's leadership,

his hard work and his warm personality. He has a knack for bringing people together and energize them with his bright view and enthusiasm."

— **Emmanuelle Richard**, was with another company when working with Laurent at Lift Conference

"I first met Laurent casually as an entrepreneur when he was working on Cocomment. We met again when he launched his innovative series of conferences : LIFT. This gathering is of a different kind: it focuses on the impact of technology on society, and as such gives us all a wider perspective on what we are all doing. Of course, all Laurent's events are packed with fun, laughter, and most interesting exposure to different people. He's fresh, and it's always a pleasure to spend quality time with him."

— **Rodrigo Sepúlveda Schulz**, was with another company when working with Laurent at Lift Conference

"Laurent is a truly forward-thinking, charismatic individual. His dedication to making Lift a success means that we all have the opportunity to participate in a creative environment for expressing and sharing new ideas. This is just the thing the 21st century needs. Brilliant idea, brilliant fellow."

— **Julian Bleecker**, worked directly with Laurent at Lift Conference

"Laurent is one of the most insightful people I know working in the social computing field and manages to combine real insight with being a thoroughly nice guy!"

— **Euan Semple**, was with another company when working with Laurent at Lift Conference

"Laurent has changed the european conference world to an extend that is more organic and more innovative than other tech conferences. His ideas about Lift has from the start been activated by a very creative mind that understands both flow but also participation from the users - combined with a "reach out" from the Lift team. His ideas about community fits right into my world of community activation and marketing =)"

— **Henriette Weber**, was with another company when working with Laurent at Lift Conference

"I attended the inaugural LIFT conference as a speaker and found it varied in the thoughts and inspiration in provoked, but not-at-all variable in the professionalism and organizational slickness that characterized the event both from my point of view as someone appearing on stage, or indeed the rest of the event when I was a happy audience member. The calmness, curiosity and charisma projected by Laurent throughout was in no-small-measure part of this. I'm looking forward to attending LIFT again in a way that only a handful of other events around the globe have made me feel. Congratulations to him and his team for bootstrapping such a wonderful event in Europe."

— **Matt Jones**, was with another company when working with Laurent at Lift Conference

"Laurent is a passionate visionary who has worked so hard to create LIFT - no salary and lots of banging against walls. As a true entrepreneur he kept on fighting - climbing Mont Blanc - and has ended up creating a huge success with LIFT. A conference that matters with topics that matters. BRAVO."

— **Bernino Lind**, was with another company when working with Laurent at Lift Conference

"With LIFT, Laurent has created a well-organised and extremely interesting conference. It's a great place to meet interesting minds, share experiences and learn from others."

— **Martin Röhl**, was with another company when working with Laurent at Lift Conference

"Laurent is a fantastic guy and true visionary. He has made LIFT a success through hard work, dedication, selflessness and sacrifice. He will do everything in his power to make things work for you and for him. He has my highest recommendation."

— **Dave Gray**, was with another company when working with Laurent at Lift Conference

"With the LIFT conference, Laurent and his team have put together an outstanding event which attracts speakers and participants from around the world. He pays attention to details (everything is beautifully organised) and has managed to conjure up just the right mixture of tech and humanity -- both in the topics covered by the speakers and the atmosphere of the conference. I heartily recommend both Laurent and the LIFT conference."

— **Stephanie Booth**, was with another company when working with Laurent at Lift Conference

"Laurent's Lift Conference held annually in Geneva has become one of the top internet technology and web2.0 conference on the European circuit not to be missed. The sessions formats are unique and the speakers are cutting edge."

— **Matthias Lüfkens**, was with another company when working with Laurent at Lift Conference

"Laurent is a thinker and innovator. He is a founder of LIFT - an excellent international forum which aims to raise awareness and brainstorm the challenges and opportunities brought about by emerging technologies. I thoroughly enjoyed speaking at LIFT 2007. It is to be commended not only for its content-rich presentations and discussions, but also for the opportunity it provides speakers to interact with each other, both online and offline."

— **Lara Srivastava**, was with another company when working with Laurent at Lift Conference

"Laurent has lots of drive and initiative and has brought the Lift Conference a long way. He is very well networked and very generous in helping others to develop opportunities."

— **Lee Hutchinson**, was with another company when working with Laurent at Lift Conference

"Laurent organises probably the best conference in Europe about the changes that technology is bringing in society. He is a fantastic connector putting people together from different horizons and enabling them to share and discuss. Finally he has a very strong skill in creating new concepts and innovations."

— **Stefana Broadbent**, was with another company when working with Laurent at Lift Conference

"I had the pleasure of working with Laurent as a workshop presenter at LIFT07. With many years of conference experience, I was impressed by the scale, smoothness and utility of the event Laurent and his partners created. The atmosphere he encouraged, both among speakers and attendees, was among the best I have ever experienced - relaxed, collaborative and stimulating. I put this down to Laurent's vision and skill."

— **Scott Smith**, was with another company when working with Laurent at Lift Conference

"Laurent setup and organised the Lift conference incredibly well in Geneva. As someone who has organised a conference myself I can vouch for his attention to detail, energy and enthusiasm in putting on such a large successful conference as Lift."

— **Geoff Jones**, was with another company when working with Laurent at Lift Conference

"I have known Laurent since just before the first LIFT conference (Geneva) in 2006. There are a number of positive characteristics I could go into, but the recommendation would simply be too long. My first experience was when booking my ticket to the first conference he organised. It was an extremely busy time for him, but he still took the time to respond personally to my questions. Laurent is a person of exceptional competence, insight, ethics, and always on the lookout for ways to improve the lives of others and himself. The quality I admire most is his congruence. That is to say his actions consistently match his words. Whilst he continues to grow on the excellent work with LIFT, he manages to keep a clear head, free of the associated ego that sometimes comes from significant achievements. Laurent is without doubt one of my trusted friends and colleagues in Geneva. In short, a solid guy with a great network who'd break his back to help you if he could."

— **Matt O'Neill**, was with another company when working with Laurent at Lift Conference

"Laurent is a bundle of positive energy and one of the most genuinely nice guys I have met on the conference circuit. He is an intelligent trend-spotter and combines a range of diverse interests very well. LIFT is one of the best conferences in the world and he deserves great credit for helping to knit together our European network of social computing practitioners."

— **Lee Bryant**, was with another company when working with Laurent at Lift Conference

"Laurent belongs to a new kind of entrepreneurs: those who, by drawing on a wide pool of competences, navigate on the forefront of technological and societal issues"

— **Marc Laperrouza**, was with another company when working with Laurent at Lift Conference

"Laurent is a tireless and committed organizer and visionary. His energy, optimism, and creativity, as well as his ability to bring together a first-rate team, underlies his ability to exceed expectations every time. The three attributes chosen do not begin to describe the range of his abilities. His LIFT conferences are just one example of Laurent's many successes. This is someone any company would want to hire or partner with. Without hesitation, I strongly recommend Laurent."

— **Jon Cabiria**, was Laurent's client

"Laurent pulled together the most amazing conference, LIFT07. Its not just that there were 550 people from 30 - 40 countries. The style, approach, and conference design was, open, non-corporate, thought provoking, and inspirational."

— **Colin Henderson**, was with another company when working with Laurent at Lift Conference

"Laurent was a co-founder at cocomment.com. As such, he was instrumental in the development of the service concept, and in the extremely successful launch of the service - which was widely recognized as one of the leading "web 2.0" startups of 2006. His deep knowledge of the consumer internet industry, and mastery of online community, marketing and strategic issues, all contributed significantly in taking cocomment from an internal R&D project at an incumbent telco to a successful venture funded startup."

— **Marco E. Chong**, was with another company when working with Laurent at Cocomment

"I loved to work with Laurent. He has the perfect balance of business challenges comprehension, creativity to bring innovation and a sense of beauty which makes the result "the thing you want!". Even if he lives with us on earth, he seems to have invented the machine that let you see in the future."

— **Nicolas Dengler**, worked directly with Laurent at Cocomment

"Laurent has tons of ideas, and better than anyone else, he is one of the rare to really develop something based on his ideas and not just let them in a drawer. Impressive and moving faith in what he is doing plus a very nice chap to work with."

— **Guillaume Arluison**, was with another company when working with Laurent at Cocomment

[Contact Laurent on LinkedIn](#)