

NOREENA HERTZ

POLITICAL ECONOMIST AND THINKER



Noreena Hertz is one of the world's leading political economists. She is currently the Distinguished Fellow at the Centre for International Business and Management at the Judge Institute, University of Cambridge and has been elected by the World Economic Forum as one of their "Global Leaders of Tomorrow." She was voted "Best of the Young British" in the *New Statesman* and one of the "Top 35 Women Under 35" in *Management Today*. *Vogue Magazine* calls her "one of the world's most inspiring women."

Hertz is the author of the critically acclaimed *The Silent Takeover*, which charts the rise of protest politics and identifies the new environment in which companies today operate. This publication established Hertz as one of the world's leading experts on economic globalization and became a *Sunday Times* and *Wall Street Journal* best sellers, as well as a #1 business best seller on amazon.com and amazon.co.uk.

SUGGESTED TOPICS:

- **The Debt Threat**
- **Building Smart Companies: How to Avoid the Pitfalls of Globalization**
- **The Future of Activism in the Global Economy**

Her latest book, *The Debt Threat: How debt is destroying the developing world...and threatening us all*, examines third world debt, poverty, terrorism, war and collapsing states and the root causes behind these. She also provides a ground-breaking blueprint for how to counter the debt threat once and for all. In Europe, it has quickly been established as the most important text written on the topic. Luminaries as diverse as Archbishop Desmond Tutu and the rock star Bono are amongst those who have publicly endorsed the work.

At the podium, Hertz is an engaging, passionate and attractive speaker who builds a compelling case for a new kind of business environment in which transparency and accountability will matter more, not just to the media, but to employees, customers and shareholders alike. She outlines a new corporate paradigm based on sound academic principles and global/political observations. Her blueprint for financial accountability, while fresh and exciting, holds true to the same steadfast goals of profitability and success that all corporations strive to achieve.

ABOUT NOREENA HERTZ: Hertz's career started in St. Petersburg where after completing her MBA at Wharton she helped establish the city's stock exchange and tutored Boris Yeltsin's advisors in market economics following the overthrow of communism. After a period working as a consultant at the World Bank advising the Russian government on its economic reforms followed by the completion of a Ph.D. at Cambridge, she moved to the Middle East, where she headed a team of 40 researchers exploring the roles the private sector might play in the peace process.

Hertz's op-ed pieces have been published in *The Washington Post*, *New Statesman*, *The Observer*, *The San Francisco Chronicle*, *The Financial Times*, and *The Guardian*. She has appeared as an expert on *The Charlie Rose Show* and *Now with Bill Moyers* for PBS.

Besides a heavy broadcasting and writing schedule on both sides of the Atlantic, Hertz regularly takes part in debates and panels with leading politicians and public figures as diverse as Bill Clinton, Jeffrey Sachs and William Cohen.

437 Fifth Avenue
New York, NY 10016
Phone: 212.645.4200
Fax: 212.627.1471
email: gtn@greatertalent.com
www.gtntalkers.com

EXCLUSIVE REPRESENTATION BY:
GREATER TALENT NETWORK
AMERICA'S LEADING CELEBRITY SPEAKERS BUREAU
212.645.4200
www.greatertalent.com

