



The  
*Insight*Bureau

# NENAD PACEK

*FOUNDER AND PRESIDENT OF GLOBAL SUCCESS  
ADVISORS;  
AUTHOR AND SPEAKER ON GLOBAL EMERGING MARKETS*

*One of the world's leading authorities on  
economic and business issues that  
concern multinational corporations*

# NENAD PACEK

## his expertise

Nenad Pacek is one of the world's **leading authorities on emerging markets** and advises business leaders on **outlooks** for virtually all **countries around the world**. He helps companies build strategies for sustainable growth internationally.

His reputation and experience has grown from over fifteen years advising the world's largest corporations both as a writer and presenter of **business intelligence**.

He is Founder and President of **Global Success Advisors** (global business and economic advisory), co-founder and co-CEO of the **CEEMEA Business Group** corporate service (advisory for regional executives running Central Eastern Europe, Middle East and Africa) and Founder and President of the MEA Business Group (advisory for regional executives running Middle East and Africa).

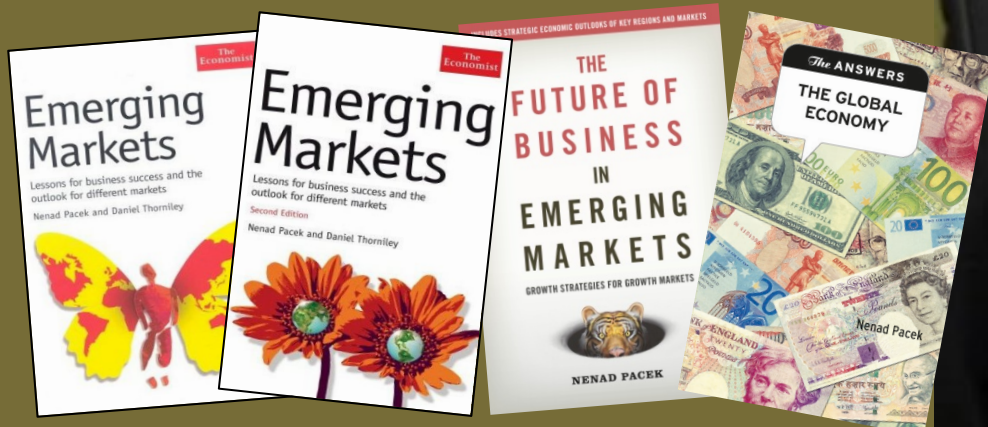
He has **chaired** senior business-to-government dialogues involving heads of state and senior business leaders across **Europe, Africa** and the **Middle East**.



# NENAD PACEK

## books

Nenad is the author of acclaimed books such as *"The Future of Business in Emerging Markets: Growth Strategies for Growth Markets"* (2012), *"The Global Economy"* (2012), lead author of *"Emerging Markets: Lessons for Business Success and Outlook for Different Markets"* (2003, 2007), and a contributor to the book *"The Future of Money"* (2010).



# NENAD PACEK

## Speaking & Briefing Engagements

Nenad is a **sought-after** public speaker delivering about 100 presentations or speeches per year at **global and regional executive level**. In his career, Nenad has performed **more than 1,000 presentations/speeches** and a similar number of advisory sessions for his past and present clients at regional and global level.

His speeches at **business conferences** around the world demonstrate how **business opportunities** in China, Russia, East Asia and Eastern Europe and Turkey offer increasing rewards if you get it right (but disaster if you get it wrong!) He uses **real experiences** of companies to illustrate his points and to open the eyes of those entering, or expanding, their emerging markets presence.

### Sample speaking topics include:

- The global economy and its impact on emerging markets;
- Emerging markets economic and business trends; Best practice in emerging markets;
- Macroeconomic Overview: Unpicking the Big Picture
- Future strategic, structural and operational pillars of international corporations
- Business strategies, approaching the market – sales & marketing, corporate structures



# NENAD PACEK

## key facts

Currently ...

- **Founder & President**, Global Success Advisors GmbH
- Co-Founder, **CEEMEA Business Group**
- Founder and President of the **MEA Business Group**
- Member of the Board of Governors of the **Center for Creative Leadership** (USA)
- Guest Faculty at **Duke Corporate Education** and a number of corporate universities/learning programs.
- **Author** of several well respected books
- Professional **speaker** and **moderator**

Formerly ...

- Vice President, **Economist Intelligence Unit**, The Economist Group
- Studied **International Business, Economics and Finance** in Vienna

Flies from **Vienna, Austria**

Speaks to audiences around the world, addressing conferences, client forums and management meetings



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## what people say

"Thanks Nenad for sharing your insights. Your fact-based and **clear-headed review** was extremely valuable. You have always proven to be **a focused and productive counsel** to us. We do appreciate the **guidance and energy** you stimulate with us."

Richard Goodmanson, Global Chief Operating Officer, **Du Pont**

"Nenad Pacek is a **great speaker** and one of the most **knowledgeable** people in the world on subjects such as **business and economic trends in emerging markets and global economy**. Both me and the Microsoft leadership team in Europe have learned a lot from Nenad, with whom we have worked for more than a decade."

Jan Muehlfeit, Chairman, Europe, **Microsoft**

"Nenad Pacek provides **real-time insight** into global geo-politics and business implications that is **extremely valuable** for our business, as we navigate increasingly more turbulent conditions in international markets. His **engagement** and **no-nonsense approach, deep and broad knowledge** as well as **responsiveness of service** is absolute **world class**. We are recently working with him and his colleagues in more depth in the Middle East Africa territory."

Ippocratis Vrohidis, Regional president, **3M**



## Useful links for Nenad Pacek:

- TIB Speaker Web Page >> [Go to Webpage](#)
- TIB Speaker Profile >> [Download PDF](#)
- TIB Video Channel >> [Watch Videos](#)

insightful ▪ knowledgeable ▪ engaging



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