

Nenad Pacek

**Founder and president of Global Success Advisors
Advisor on Business Strategies and Economic Outlook**

Author and Speaker on Global Emerging Markets



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

Professional Experience

- Nenad Pacek is one of the world's leading authorities on economic and business issues that concern multinational corporations seeking faster growth internationally. He advises business leaders on outlooks for virtually all countries around the world helps companies build strategies for sustainable growth internationally.
- 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).
- His reputation and experience comes from over a decade advising the world's largest corporations both as a writer and as a presenter of business intelligence.
- He previously worked for 16 years at The Economist Group as a vice president of the Economist Intelligence Unit where he directed the Corporate Network programmes in CEEMEA and led the Economist Conferences' global Government Roundtables initiatives.
- He has chaired senior business-to-government dialogues involving heads of state and senior business leaders across Europe, Africa and the Middle East.
- He is guest faculty at Duke Corporate Education and a number of corporate universities/learning programs.

Published books / papers

- Nenad is the author of "*The Future of Business in Emerging Markets: Growth Strategies for Growth Markets*" (2012), "*The Global Economy*" (2012), and the lead author of "*Emerging Markets: Lessons for Business Success and Outlook for Different Markets*" (2003, 2007). He is also a contributor to the book "*The Future of Money*" (2010).
- *Virgin Books* selected him among the 40 leading opinion-formers in economics and business.
- He regularly featured on international television and print media.

Speaking and briefing engagements

- He 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.

- Over recent years, his long list of clients have included Adobe, Bristol Myers Squibb, Canon, Danone, Dow Corning, Du Pont, Eaton Emerson, Fidelity, Firmenich Fujitsu, HP, Heineken Henkel Honeywell Aerospace, IBM, Johnson & Johnson, Kellogg, Kraft, Medtronic, Microsoft, Oracle, Philip Morris, Nestlé, PWC, P&G, Red Bull, SC Johnson, Sony, SKF, Tetra Pak, Visa, Western Union, Wyeth, and many others.
- 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 - Personal information and work experience

- Founder and President of Global Success Advisors, based in Vienna, which focuses on two major pillars of corporate international success: a thorough understanding of past, present and future best practice in international business; a deep understanding of economic environments and business outlooks of countries around the world.
- He was formerly with The Economist Group, working with the Economist Intelligence Unit in Vienna (1993-2009) engaged in the *Corporate Network* programme for senior executives and Government Roundtables.
- Adjunct Professor of International Economics & International Business at two private Vienna universities.
- He was formerly a member of the Board of Governors of the Center for Creative Leadership (USA), the world's leading leadership knowledge organization.
- Educated in Vienna, Austria and is a graduate in Economics, International Business and Finance.

Nenad Pacek – Testimonials

- *“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 COO, **Du Pont**

- *“On behalf of Honeywell Aerospace I would like to thank you for sharing your expertise on emerging market strategies and managing through challenging times. This was a wonderful educational experience for our leaders. Your breadth of knowledge and willingness to engage in honest dialogue about difficult issues provide us with the most thought-provoking session we had in the history of our Executive Forum. I was so impressed with that I forwarded your material to David Cote, the CEO of Honeywell.”*

Rob Gillette, CEO **Honeywell Aerospace**

- *“Nenad, thanks very much for speaking to PWC CEE Management Board. We all found your insight and commentary on the current economic crisis extremely interesting and useful. We would be very interested in further sessions with you.”*

Mike Kubena, CEE Managing Partner, **PWC**

- *“I heard Nenad speak and take questions at the global banking workshop in London. His insightful speech about economic and business issues in emerging markets was fantastic!”*

Francesco Ceccato, Managing Director, Barclays Bank

- *“Nenad, your contribution to our “accelerated growth” in-house meeting in Switzerland was brilliant. All experienced Nestle directors were particularly pleased to interact with an external speaker who definitely knew what he was talking about and was inspiring at the same time! I have always enjoyed your continuous valuable inputs and I am looking forward to the next meeting.”*

Laurent Dereux, Regional Director, **Nestle**