



Anne Lise Kjaer

Anne Lise Kjaer is a world-renowned futurist and founder of Kjaer Global. With a focus on trends, innovation and sustainable strategy, she helps organisations envision the future and transform through her 4P framework, balancing people, planet, purpose and profit for long-term success.

KEY TOPICS

- The Future is Human: Designing Purpose-Driven Organisations
- Trends Shaping Tomorrow's Smart Cities
- Future-Ready Leadership and Innovation
- The 4P Model: Balancing People, Planet, Purpose and Profit
- Technology, Ethics and the Future of Work
- Creating Sustainable Growth Through Future Thinking

BIOGRAPHY

Introduction

Anne Lise Kjaer is a globally recognised futurist, entrepreneur and founder of the trend management consultancy Kjaer Global. Renowned for her visionary insights into global trends, innovation and sustainability, she helps organisations navigate the complexities of change and identify opportunities for meaningful growth. Holding the honorary title of Copenhagen Goodwill Ambassador and serving on Singapore's Urban Redevelopment Authority's International Panel of Experts, Anne Lise works at the intersection of business, design and foresight to inspire new models of purpose-led success.

Professional Background & Credentials

Born in Denmark, Anne Lise began her career in the design industry before founding Kjaer Global in 1988. The consultancy helps businesses and institutions understand emerging trends and develop strategies to stay ahead in a rapidly changing world. Her unique approach is grounded in her 4P model - balancing People, Planet, Purpose and Profit to drive sustainable innovation. Anne Lise has worked with over 200 international clients, including Amazon, BBC, Dell, EY, Huawei, IKEA, KPMG, UNICEF, Volvo and Wired. Her deep understanding of human behaviour, design and economic systems enables her to forecast the societal and cultural shifts that will define the future. Her career has taken her from Hamburg and Paris to London, where she established her global base. She continues to advise both corporate and governmental bodies on the forces shaping tomorrow's economy, from smart cities to the rise of purpose-driven business.

Speaking Style & Audience Value

Anne Lise Kjaer is known for her charismatic and engaging presentation style, blending creative storytelling with rigorous research and a strong sense of optimism. Her lectures are inspiring, interactive and tailored to the client's needs, whether in keynote speeches, executive workshops or strategic foresight sessions. She encourages audiences to "create the future" rather than simply predict it, providing actionable frameworks for innovation, leadership and sustainable growth. Her 4P model offers a practical toolkit for aligning business

strategy with human values and long-term impact.

Books & Publications

Anne Lise is the author of *The Trend Management Toolkit: A Practical Guide to the Future*, a comprehensive guide to identifying and managing trends in a rapidly changing world. The book introduces practical methodologies and real-world case studies for applying foresight to business and innovation strategy. She has also contributed to numerous academic publications and is a regular commentator on global trends for leading media outlets including BBC, CNN and Al Jazeera. The Financial Times has described her work as “a unique world vision as fertile as Dali’s – only she creates social prototypes based on nascent trends.”

Awards & Recognition

Anne Lise holds the honorary title of Copenhagen Goodwill Ambassador and served as a member of Singapore’s Urban Redevelopment Authority’s International Panel of Experts (2018–2021). She has been featured by The Huffington Post as one of the world’s top futurists predicting the next decade in technology.

Teaching & Academic Roles

A respected academic contributor, Anne Lise lectures at Cambridge University, London School of Economics (LSE), and MIT. She is a frequent speaker at global forums including TEDx, The Economist Conferences, and European Union summits, sharing insights that connect the future of business with human and environmental wellbeing. [Contact us now](#) for more information on how Anne Lise can help your organisation harness future thinking, inspire innovation, and create a more sustainable and purpose-driven tomorrow.

WHAT PEOPLE SAY

“This has been one of the most interesting projects I have ever worked on mainly as you worked so hard and passionately.”

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— Futures Specialist, Consumer Vision, NOKIA

“Her research and insight into trends leads to a very interesting presentation which she delivers with energy and enthusiasm.”

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— Chairman, Transform People International Ltd, Rexam Plc

“She was very dynamic, interesting, stimulating and confident. Handled the audience and the situation well and she engaged personally.”

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— Forest Stewardship Council