



## Stefan Hyttfors

Stefan Hyttfors is a futurist, author, and award-winning keynote speaker, widely recognised for his insights on disruptive technologies, behavioural change, and next-generation leadership. He inspires audiences to embrace change, rethink leadership, and build sustainable strategies for the future.

### KEY TOPICS

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- Embracing Disruption: Creating Opportunity in Times of Change
- Behavioural Shifts and the Future of Leadership
- Sustainability and Global Value Shifts
- The Risk of Ignorance: Thriving in a Digital Age
- Building Resilience in a Rapidly Changing World

### BIOGRAPHY

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#### Introduction

Stefan Hyttfors is an acclaimed futurist, author, and two-time Swedish Speaker of the Year, celebrated for his ability to make sense of disruption, technology, and the human response to change. His work challenges leaders to reimagine business models, embrace behavioural shifts, and create resilient strategies for a rapidly transforming world.

#### Professional Background & Credentials

Stefan began his career as a journalist and economist, with experience working in the United States before returning to Sweden to become Photo Editor-in-Chief of one of Scandinavia's leading newspapers. His transition into communications led him to co-found Wenderfalck PR, an award-winning public relations agency. Despite its success, Stefan left to follow his passion for exploring the future of business and societal change. Today, he is recognised as one of Europe's leading keynote speakers on disruptive innovation, sustainability, and leadership. His corporate clients include global brands such as Microsoft, IBM, Ericsson, Spotify, Deloitte, PwC, Nike, H&M, BMW, Toyota, AstraZeneca, and IKEA. Stefan is also the author of *Yoga for Leaders: How to Manage Self-Disruption in a World of Self-Destruction*, a book that explores how leaders can embrace transformation both personally and professionally.

#### Speaking Style & Audience Value

Stefan's presentations are described as inspiring, entertaining, and urgent, combining storytelling, humour, and deep insights. His talks are always customised, but consistently focus on sustainability, digitalisation, and globalisation. Audiences value his ability to:

- Provide clear and practical insights into future trends.
- Inspire confidence in tackling uncertainty and risk.
- Encourage leaders to think boldly and act decisively in disruptive times.

Whether on stage at a global conference, in a corporate boardroom, or at a TEDx event, Stefan leaves participants energised and motivated to embrace change rather than resist it.

## Awards & Recognition

- Swedish Speaker of the Year, twice.
- Delivered keynotes in more than 35 countries worldwide.
- Featured speaker at international events, including TEDx.

## Social Impact & Philosophy

At the core of Stefan's philosophy is the belief that security comes not from stability but from confidence in one's ability to adapt. His favourite question is simply: Why not? He challenges organisations to avoid complacency, embrace new models, and recognise that the true risk today lies in ignoring change. [Contact us now](#) for more information on how Stefan can inspire your organisation to embrace disruption, lead with confidence, and thrive in a rapidly evolving world.

## WHAT PEOPLE SAY

*"Stefan is a combination of a stand up comedian and thoughtful key note speaker. He delivers energy and laughs while at the same time making you reflect upon today's challenges and how to tackle the unknown future. We really appreciated his key note and I highly recommend him if you want an inspiring talk about change. He was also very easy to work with."*

— Alexander Westerdahl, VP HR at Spotify

*"Stefan captivated our entire audience at our annual customer conference. Our audience was charmed by his talk about change to their field and industry; I found myself repeating his anecdotes time after time in the weeks following the event."*

— Scott McFarlane, CEO at AVALARA

*"We were very impressed with Stefan's thoughtful contributions to our Nobel night. He gave us food for thought regarding the challenges of providing a 21st century education whilst the speed of change, combined with oncoming advances in AI, are part of our reality."*

— María Isabel León, Director at Stockholm International School