

Bruce Whitfield.

Bruce Whitfield is a business–speaker, journalist, and author who interprets the noise at the murky intersection where business, politics and society collide. He has the extraordinary ability to bring clarity, humour, and insight to complex issues. This fresh perspective helps his audience understand how we can choose to fix the future - regardless of geographic location.

Bruce is a sought-after keynote speaker with three decades of impeccable journalistic credentials. He is as comfortable on a stage as he is on camera or behind the microphone. He has shared platforms with Bill and Hillary Clinton, Nouriel Roubini, Charlize Theron, Lord Mervyn King, and hundreds of business and political luminaries and personalities.



Bruce is an award-winning journalist known by most as the fast-paced and insightful Money Show host. The Money Show broadcasts live each weeknight on 702 and Cape Talk and condenses the complex world of money, economics, and business amidst the noise and clutter of a confusing world. Bruce has also hosted numerous TV programs, is a Contributing Editor to the Financial Mail, and is a foreign correspondent to multiple international news providers. He has facilitated discussions as a media leader at the World Economic Forum in Davos and delivers content to audiences from Cape Town to London, Dubai, San Diego and online, everywhere.

His latest book, *Genius: How to Take Smart Ideas Global*, and the related keynote, *Genius, How to Thrive at the Edge of Chaos*, examine what it takes to thrive in an increasingly complex, fast-paced, divisive global environment. These are lessons for anyone looking to succeed anywhere against the odds.

His bestselling first book and keynote of the same name, *The Upside of Down*, focus on how chaos and uncertainty breed opportunity. Using examples, backed up with the facts and his signature brand of optimistic realism, he shows how current times are not the most challenging in history but actually a time of incredible opportunity.

Bruce is available as a business speaker for global audiences looking to be inspired by true stories and decades of research as one of South Africa's foremost minds on international businesses and economies.

