

## **Kenneth Cukier**

Japan Business and Finance Correspondent  
*The Economist*

Writer, speaker on business, technology and  
telecommunications



**Kenneth Cukier has a compelling message; data is the new game changer for many companies. Those who recognise that customer data is one of their most valuable assets and who learn how to use it will see customer churn fall and average revenue per user (ARPU) soar -- all of which falls to the bottom-line.**

### **Professional Experience – telecommunications and business technology**

- A global authority on business technology, telecoms and globalization.
- Business correspondent of *The Economist* since 2004, based in Tokyo since 2007.
- Previously *The Economist's* global technology and telecoms correspondent in London.
- He has worked in Tokyo, London, Paris and Hong Kong, and has reported from four continents.
- Focuses on the cloud computing, new mobile services, social media, the world of “big data”, innovation, intellectual property, telecoms/net regulation and future IT trends.
- Has 15 years' experience as an award-winning technology journalist with the *International Herald Tribune*, *Red Herring*, *The Wall Street Journal Asia*.

### **Published papers and media engagement – world-respected commentator**

- Staff writer at *The Economist* and contributes widely to global infocomms media.
- Wrote *The Economist's* 14-page special report cover-stories *The Data Deluge* (Feb 2010), *A World of Connections* (Apr 2007) on nascent wireless machine-to-machine communications, and *A Market for Ideas* (Nov 2005) on intellectual property and innovation.
- Writings published in *New York Times*, *Wall Street Journal*, *Washington Post*, and *Financial Times*.
- A frequent commentator on BBC, and other radio and television media.
- Essays published in *Foreign Affairs*, *Prospect* and *The International Journal of Communication*.

### **Sample assignments**

- Keynote speeches and remarks at major conferences around the world, including the World Communications Awards, (London), 3GSM World Congress (Barcelona), The World Economic Forum (China, South Korea and Hong Kong), International Telecommunication Union (Geneva, Kyoto), CEPT Conference (Berlin), Oxford Internet Institute conference (Oxford), The UN World Summit on the Information Society (Geneva and Tunis), Harvard Business School EuroTrack conference, IDC IT Summit (Paris), The Wall Street Journal Asia's CEO Forum (Singapore), and many others.
- Has chaired and given keynote speeches at the Economist Conferences' IT and telecoms roundtables in London, Hanover, Athens, New York, Palo Alto, Berkeley, Kuala Lumpur and Tokyo.
- Has presented to privately-arranged client events, e.g. McKinsey & Co, IBM, Accenture, Eversheds, Intel Venture Capital and RSA Venture Capital.
- A strong facilitator of animated discussions about industry trends among event attendees.

### **Kenneth Cukier – professional history**

- Joined *The Economist* as technology correspondent in London in 2004, Tokyo correspondent in 2007.
- From 2002 to 2004 was a Research Fellow at Harvard University's Kennedy School of Government.
- Previously was Technology Editor of the *Wall Street Journal Asia* in Hong Kong, European Editor of *Red Herring* and worked from 1992 to 1996 at the *International Herald Tribune* in Paris.
- Member of the board of directors of International Bridges to Justice, a prestigious non-governmental organisation based in Geneva that fosters legal rights in developing countries.
- Serves on the board of advisors to the Daniel Pearl Foundation.