

Nenad Pacek

Author and Speaker on Global Emerging Markets
Advisor on Best Business Strategies and Economic Outlooks



Professional Experience

- Nenad Pacek is one of the world's leading authorities on emerging markets, advising business leaders on key opportunities and challenges and helping them to craft successful strategies
- 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
- Based in Vienna, he is the Founder and President of Global Success Advisors
- He previously worked for 16 years at The Economist Group as a director 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

Published books / papers

- Nenad is the co-author of "*Emerging Markets: lessons for business success and the outlook for different markets*" (Profile Books / Economist Books 2004 1st edition, 2nd edition 2007)
- Regularly featured on international television and print media

Nenad Pacek - Personal information and work experience

- Founder and President of Global Success Advisors
- Economist Intelligence Unit, Vienna, 1993-2009 – Corporate Network and Government Roundtables
- Adjunct Professor of International Economics and International Business at two private Vienna universities
- Educated in Vienna, Austria and is a graduate in Economics and Business

Speaking and briefing engagements

- Delivers speeches at major business conferences around the world and demonstrates 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 clients have included Du Pont, Microsoft, Oracle, Henkel, Nestle, Kraft, P&G, Canon, Bristol Myers Squibb, Nestle, Johnson & Johnson, Visa, PWC, Fujitsu, HP, Red Bull, Western Union, Philip Morris, Dow Corning, Bosch-Siemens, IBM, Danone, Sony, Amgen, Medtronic, Emerson, Honeywell Aerospace, Tetra Pak, Kellogg, Heineken, Wyeth, Adobe, Eaton, Firmenich, SC Johnson and SKF.
- He has performed more than 800 presentations / speeches and a similar number of advisory sessions for his clients at a regional and global level. Focus of such briefings include; The global economy and its impact on emerging markets; Emerging markets economic and business trends; Best practice in emerging markets; regional economic and business trends and issues; Country economic and business updates; Business strategies for approaching the market – sales and marketing and corporate structures.

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