
Curriculum Vitae – more than 2,100 presentations in 40 countries with a 345,000 audience

Dr. David Bosshart, CEO of the GDI Gottlieb Duttweiler Institute for consumption, economic and social studies, Rüslikon/Zurich.

The GDI is an independent European think tank, founded by European retail pioneer Gottlieb Duttweiler (1888-1962). The institute specializes in trend research, retail, economic and social issues. It also offers strategic workshops, lectures, and conferences like the International Retail Summit (70th edition in 2020), the European Foodservice Summit (21th edition in 2020) and the European Trend Day (16th edition in 2020). The main research topics are: changes in consumption patterns and behavior, innovation in retailing and the service industry. The Gottlieb Duttweiler Prize is Switzerland's most prestigious award for outstanding personalities, dedicated only every couple of years (1989 Václav Havel, 2004 Joschka Fischer, 2008 Kofi Annan, 2011 Jimmy Wales, 2015 Sir Tim Berners-Lee and 2019 Watson AI).

After a commercial apprenticeship, Bosshart capped his studies with a Ph.d. from the University of Zurich in philosophy and political theory. He has been involved in scientific research, retailing, communications and marketing consulting. From 1991 to 1996 he was head of the department of consumer research and social change at the GDI. From 1997 to 1999 he was head of strategic development and director of the cultural and social section of the Federation of Migros Cooperatives. Bosshart has been in his current position since 1999. He gains continuous educational updates from Stanford University and from the University of Chicago Booth School of Business.

David Bosshart is the author of numerous publications and a speaker at international events in Europe, America and Asia. His expertise is focused on consumption and consumerism, retail and supply chain, artificial and human intelligence, data wealth and data scarcity, globalization contradictions and political philosophy, management and social change. He is currently lecturing on the topics below.

Featured in the following media (selection):

Forbes, Wall Street Journal, Financial Times, Time Magazine, Business Week, Manager Magazin, Neue Zürcher Zeitung, Die Welt, Frankfurter Allgemeine, Die Zeit, Süddeutsche Zeitung, Handelsblatt, Der Spiegel, Focus, Stern, Playboy, Der Standard, Greenpeace Magazin, Hürriyet, Het Financieele Dagblad, Le Temps, CNN, BBC, ZDF, ORF, SRG, RAI 1.

Topics 2020 (additionally, customized topics on request)

Megatrends, Change, Globalization, and Politics

- Economic and societal megatrends and countertrends
- The future of trust. Don't lose the most precious resource
- The future of success: How management is going to change
- Polarization shocks and the future of power: Experts, elites, populism, plutocracy
- The Age of Less: Redefining wealth and wellbeing
- Tribes: How social media are changing politics and society

Technology and Humans Man in the Digital Age

- We are not running out of work – but digitization is changing learning, jobs and society
- Data wealth between human and machine: How we stay productive in the future
- High tech and high touch: How human needs are going to change in the digital age
- Simplicity: Making things simpler in a complex world
- Big data – deep emotions: How Amazon, Google, Facebook and Alibaba et al. are creating a new ecosystem for businesses, consumers, and all of us
- Digital ageing: How technology can help us to improve our life and age well
- Smart home und smart living: New dimensions of living better with new technologies

Consumer Trends and Consumer Behavior, Retailing, Brands and Communication

- The future of retail: We need retailing, not retailers
- The future of communication: From information to participation to immersion
- Redefinition of land use: Commercial space, working space and residential space

- The future of brands, media, and communication
- Food 2025: food trends between science and romance
- The future of luxury: seduction, style, and individual differentiation
- The slower you move, the faster you die: what the acceleration of just about everything means for retail and shopping

Society, Work and Leisure

- Society in the 21st century: tribal, segmented, fragmented?
- Workstyle and lifestyle between IQ, AIQ and EIQ
- Wellness and health 2030: the new techniques of happiness
- Mobility 2025: more mobility, less traffic
- Demography as our fate? Why an ageing society is good for us

Lectures held in English, German or French. Italian on request.

Speaker fee from CHF 4'000 to CHF 9'500

Books and Studies (Selection in German, English, Mandarin, Korean, Serbian, Turkish):

- The End of Consumption as We Know It: When data makes retail superfluous. Authors: David Bosshart and Karin Frick (GDI), Stephan Fetsch and Holger Wildgrube (KPMG). GDI study no. 46/2019 (available also in German).
- Wellness 2030. The new techniques of happiness. Authors: David Bosshart, Karin Frick, Marta Kwiatkowski, Leonie Thalmann. GDI study no. 45/2018 commissioned by: Global Wellness Institute (available also in German).
- European Food Trends Report. Food is Eating my Life: Why Food is Becoming the New Pop. Authors: Christine Schäfer, David Bosshart, Christopher Muller. GDI study no. 44/2017 (available also in German).
- Polarization Shocks – Are Growing Gaps in a Shrinking World Inevitable? Gottlieb Duttweiler Institute 2017. 30p.
- European Food Trends Report. Bits over Bites: Food Consumption in a Digital World. Authors: Mirjam Hauser, David Bosshart, Bettina Höchli, Jaël Borek, Christopher Muller. GDI study no. 43/2015 (available also in German).
- Der nächste Luxus: Was uns in Zukunft lieb und teuer wird. Authors: Martina Kühne, David Bosshart. GDI study no. 41/2014.
- The Age of Less. Hamburg. Murmann 2011, 223p (available in German and as e-book).
- European Food Trends Report: Science versus Romance. Authors: David Bosshart, Christopher Muller, Mirjam Hauser. GDI study no. 32/2010 (available also in German).
- Discount Forever. Authors: David Bosshart, Martina Kühne. GDI study no. 30/2008 (available also in German).
- B.A.N.G.: The Future of Evolution. Authors: Norbert Bolz, David Bosshart, Gerd Folkers, Peter Wippermann, Stefan Kaiser. GDI study no. 27/2007 (available in German).
- The Future of Leisure. Travel in 2020. Trend Report for Kuoni. 2006. Authors: David Bosshart, Karin Frick (available in German).
- The Age of Cheap. Why customers intend to pay less and less as prices become more important than ever. Authors: David Bosshart, José Luis Nueno, Daniel Staib. GDI study no. 13/2004 (available in German).
- Cheap. The Real Cost of Bargains, Discount, and Consumer Choice. Kogan Page 2006, 197p.
- Radical Trends Guide. Die heimlichen Sehnsüchte der Konsum- und Dienstleistungsmärkte von morgen. Authors: David Bosshart, Karin Frick, Stefan Kaiser. GDI study no. 12/2004.
- Trendreport Basic. Megatrends and Countertrends for Business, Society, and Consumption. Authors: David Bosshart and Karin Frick. GDI study 2003 (available also in German).
- Die Zukunft des Konsums. Wie leben wir morgen? ECON 1997, 2.A.1998, 312p. Korean translation and edition 2004.
- Toptrends. Metropolitan 1995, Paperback edition 2000. (Co-Author). 268p.
- Kult-Marketing. Die Neuen Götter des Marktes. ECON 1995 (with Prof. Dr. N. Bolz), 373p. (sold out).
- Politische Intellektualität und totalitäre Erfahrung. Duncker & Humblot 1992. 292p.

David Bosshart has written over 400 **specialist articles**.

Services such as lectures, trend reports and consultations largely for international corporate groups as well as for international associations and small and mid-sized companies involved in retailing and the consumer goods industry, research and science, business schools and universities (small selection):

ABB, Aduno Group, AGVS, Allianz, Alphapay, Anuga, Audi, AXA-Winterthur, Bank Julius Bär, Barry Callebaut, BDO, Beauty Alliance, Bed & More, BlackRock, BMW, Bosch, BTI, Burda, BVM (Berufsverband Deutscher Markt- und Sozialforscher e.V.), Canon, Capvis, Coca Cola, Condé Nast, Consumer Goods Forum, Crédit Mutuel, Credit Suisse, Daimler, Denner, Deutsche Bank, Deutsche Post, Deutsche Sparkassen, Deutsche Volksbanken, Deutsche/Österreichische/Italienische Tourismusverbände, Deutscher Markenverband, Deutscher Unternehmerverband, diverse europäische Stadt-verwaltungen, dm Drogeriemarkt, Dornbracht, Douglas, Dr. Oetker, Duni, ECR (Efficient Consumer Response D-A-CH), Edeka, EHL, Electrolux, Elixor, EMPA, Engelhorn, Eon, Ernst&Young, Essilor, ETH, European Pet Food Industry Federation, Fachverband Metalltechnische Industrie Österreich, FEDIAF, Fiat, Frankfurter Messe, Franklin Tempelton, Fressnapf, Galenica, Geberit, General Electric, Global Shop Las Vegas, Globus, Goldbach Media, Google, HDE (Hauptverband des Deutschen Einzelhandels), Heineken, Henkel, Hero, Hofer/Aldi, HORA Bukarest, Hostec, Huhtamaki, IADS (International Association of Departments Stores), IBM, ICSC, IDS Scheer, Ikea, IMD, Immofinanz Group, International Egg Commission, Internationales Tourismus Börse, Intersport, Jura, KaDeWe Group, Kaufhof/Karstadt, Kaufland, Kone, KPMG, Krombacher, Kuoni, Global Wellness Institute, Lindt&Sprüngli, Lorenz Snack-World, Lufthansa, Manor/Maus Frères SA, Markant, McDonald's, Metro, Microsoft, Migrolino, Migros, NACS (National Association of Convenience Stores), Nestlé, New RE, Nike, Nikon, Obi, Oesterreichische Volksbanken, Ogilvy, Oracle, OSEC, Parador, Porsche, PostFinance, Presidents' Symposium DSN Retailing, PwC, QVC, Radio Day, Raiffeisen Banken, RAPS (Regulatory Affairs Professional Society), Rewe, Ricola, RWE, RZB Raiffeisen Österreich, Saatchi&Saatchi, SAG, Salesforce, Samsung, SAP, Schindler, Schüco, Schweiz Tourismus, Schweizerische Kantonalbanken, Siemens, Sony, Spar Austria, SRG, SUVA, Swiss Intl. Airlines, Swiss RE, Swisscom, Swissmem, Tchibo, Telekom Austria, Tsinghua University, UBS, Unilever, Universität St. Gallen (HSG), Valiant, VDMA, Verband Schweizerischer Generalunternehmer, von Graffenried, Vontobel, VW, WEF, World Beer & Drinks Forum, Zumtobel, Zurich Insurance Group

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