

# PRESS RELEASE

## FUTURIST, AUTHOR, HUMANIST AND FILMMAKER: IT'S TIME TO TALK TECH WITH IT-TRANS 2022 KEYNOTE SPEAKER GERD LEONHARD



**BRUSSELS, 29 MARCH 2022**

***“The future is already here - we just need to pay more attention...”***

Let's introduce you to the wise words of our **IT-TRANS 2022 keynote speaker Gerd Leonhard** as he takes to the stage in Karlsruhe with **his unique view on humanity and technology**.

The world is changing, and **public transport finds itself looking to the future** in an ever-changing society.

For the eighth edition of **the most important event dedicated to I.T. and digitalisation in public transport (Karlsruhe, 10-12 May)** the conversations taking place at IT-TRANS will **determine what this means for people and our movement**.

**Digitalisation continues to alter the ways** in which we live, interact and move and **public transport must always be a people-centric sector**.

As a **futurist, humanist, author, speaker and filmmaker**, Gerd Leonhard specialises in **the debate between humanity and technology**.

Looking beyond conventional futurism, **Gerd zeroes in on what the future holds for humanity and how we will create the future we want...**remixing futurism with humanism, algorithms with androrithms, science with imagination and business with art. ***It's time to talk tech.***

## Humanity and technology comes to the IT-TRANS stage

We know that **our sector is driven by technology and the next steps will show how important innovative developments will be** to building a truly people-centric public transport.

It's important to hear from **those voices inspiring change and inviting conversation**, and as one of the leading futurists worldwide, having presented at hundreds of leading conferences and events and worked with the likes of Microsoft, NBC, Visa, Google, the European Commission, Audi and IBM, **Gerd is the man for this moment**.

### Meet Gerd Leonhard as we look to the future

**Originally from Bonn, Germany and now living in Zurich, Switzerland**, Gerd studied at the University of Bonn and the Berklee College of Music, first establishing a career as a professional musician, arranger and composer.

He set up an early internet business in music, which provided first-hand insights into technology disruption and **inspired his first book, co-authored with Dave Kusek, "The Future of Music" in 2005**.

He has since **published five books and performed in front of combined audience of more than two and a half million people in over 50 countries**.

Gerd is **a familiar face within the international media**, having featured in interviews and articles from the **Guardian, Harvard Business Review, Wired UK, BBC, CNN** and more. He is also **a Forbes column contributor**, a fellow of the **Royal Society of the Arts in London**, and **a Visiting Professor at the Fundacao Dom Cabral** in Brazil.

Big tech, digital ethics and a human-centric technology, **Gerd's motto is "People, Planet, Purpose and Prosperity"**.

With a passion for exploring the relationship between people and technology, **you won't want to miss seeing Gerd Leonhard live in Karlsruhe for IT-TRANS 2022**.

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#### **FOR EDITORS**

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**Contact: Scott Shepherd**  
**UITP Press and Media Manager**

[scott.shepherd@uitp.org](mailto:scott.shepherd@uitp.org)

0032-2-663-66-73

