

# DR MARK ESPOSITO

Professor of Business, Economics & Competitiveness  
Harvard University

Co-Founder of Nexus FrontierTech

Co-Author of *"The AI Republic"* &  
*"Understanding How the Future Unfolds"*

*A socio-economic strategist  
who looks into the blind spots of  
fast-growing economies to identify  
new sources of economic growth*



# Dr MARK ESPOSITO

## About him

**Dr. Mark Esposito believes that the fast expanding markets and their untapped potential are key, and a new lens for economic intelligence for the 21st Century.**



- Teaching Faculty member at the **Harvard University's** Division of Continuing Education.
- Professor of Business and Economics at **Hult International Business School** and **IE Business School**.
- Research Fellow in the Circular Economy Center, at the University of Cambridge's **Judge Business School**.
- Fellow for the **Mohammed Bin Rashid School of Government** in Dubai.
  
- At Harvard, Mark teaches **Systems Thinking and Complexity**, **Economic Strategy and Business**, **Government & Society** for the Extension and Summer Schools and serves as Institutes Council Co-Leader, at the Microeconomics of Competitiveness program (MOC) developed at the Institute of Strategy and Competitiveness, at Harvard Business School.
- He is the Founder & Director of the **Lab-Center for Competitiveness**, a think-tank affiliated with the MOC network of Professor Michael Porter at Harvard Business School and Head of the Political Economy and Sustainable Competitiveness Initiative.
  
- He researches the **Circular Economy** inside out and his work on the topic has appeared on top outlets such as The Guardian, World Economic Forum, Harvard Business Review, California Management Review, among others.
  
- He is the co-founder of the concepts of "**Fast Expanding Markets**" and "**DRIVE**", which represent new lenses of growth detection at the macro, meso and micro levels of the economy.

# Dr MARK ESPOSITO

## *Understanding How The Future Unfolds: Using DRIVE to Harness the Power of Today's Megatrends*

Our business's success depends on how you prepare for the future. While business leaders of the past looked in the sideview mirror to predict the road ahead, we must now look at the greater forces affecting the social, business and economic world today—megatrends. Terence Tse and Mark Esposito provide a fresh, holistic way to think about tomorrow by preparing for it today: The “DRIVE” framework examines five interrelated megatrends:

- **D**emographic and social changes
- **R**esource scarcity
- **I**nequalities
- **V**olatility, complexity, and scale
- **E**nterprising dynamics

By observing today through the lens of DRIVE and understanding how megatrends influence one another, business owners, entrepreneurs, executives, policy makers and individuals can prepare for tomorrow. In this book, they will learn how to simplify the complexities around them, make better-informed decisions, and identify new business opportunities. They will also discover how to prepare for uncertainty, own the global conversation, and illuminate the blind spots on the journey ahead. With real-world examples from today's top executives and policy advisors and in-depth analysis of each megatrend, DRIVE is the GPS system for the new global economy.

### UNDERSTANDING HOW THE FUTURE UNFOLDS

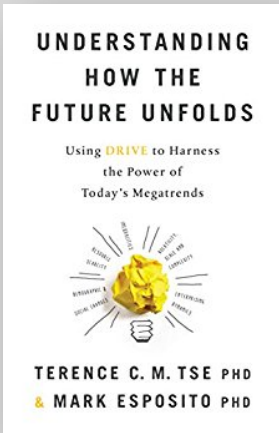
Using **DRIVE** to Harness  
the Power of  
Today's Megatrends



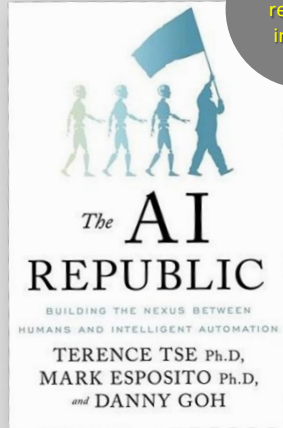
TERENCE C. M. TSE PHD  
& MARK ESPOSITO PHD

# Dr MARK ESPOSITO

## His Books



<https://amzn.to/2GgqZoy>



To be  
released  
in 2019



Mark Esposito is a prolific author and his articles can be found on ResearchGate and his books on Amazon.

<https://www.amazon.com/Mark-Esposito/e/B002NHEODC>

# Dr MARK ESPOSITO

## *The Circular Economy*

The concept of the **circular economy has been gaining a great deal of attention** in both business and political discussions lately. This is unsurprising because since the industrial revolution, we have been able to depend on natural resources to achieve economic growth and development and raise the standard of living. But as these resources become scarcer and more expensive, and the over utilisation of these resources is having negative impact on the environment **we need to find new ways to create a more sustainable economic growth model** that generates more **employment** and improve **competitiveness**.

Mark Esposito presents a **compelling argument for a business model that embraces the Circular Economy** and that models around the creation of shared value. Mark suggests that the rise of shared value to go **beyond Corporate Social Responsibility** and considers **Linear versus Circular Economy** models in which he believes that the Circular Economy is the new paradigm of industrial organization. Mark is a member of the worlds most renown Circular center at the *University of Cambridge, Judge Business School* as well as a Senior Associate with the *Cambridge Institute in Sustainability Leadership*

In his Keynotes, Mark draws a conversation on the need for the Circular Economy; a complete **rethink on the production, consumption and ownership**. He suggests that there is a way to retransition our economy from having resources to lightening resources with the idea of returning all of the waste back into the value chain. He talks about how businesses can do this and how do we build an economy that is agile and prosperous but does not depend entirely on natural resources to succeed and thrive.



# Dr MARK ESPOSITO

## *Artificial Intelligence*



**Mark Esposito** co-founded **Nexus FrontierTech** with Terence Tse, an **Artificial Intelligence company** committed to help businesses of different sizes harness the power of AI to achieve new advantages.

Artificial intelligence (AI) is no longer just a buzzword – it facilitates **fundamental changes** in the way businesses operate across all sectors. Recent advancements in AI are creating opportunities for companies to **automate business processes, transform customer experiences** and **differentiate product offerings**. In recent years, an increasing number of companies are using AI to slash costs, often without sacrificing effectiveness. But many more are now looking into making AI a fundamental part of the developments in new product and service value propositions. Others uses this technology to come up with capability that enables them to innovate.

In short, **AI is now an indispensable function** in any business that wants to succeed.

Mark presents to clients how they can create new AI capabilities that will give them a **new competitive edge**, from design to production, to continuous maintenance and upgrades.

# MARK ESPOSITO

## key facts

Currently ...

- **Harvard University:** teaches Business, Government & Society, Economic Strategy & Competitiveness at Harvard's Division of Continuing Education.
- Co-Founder of **Nexus FrontierTech**, an AI studio.
- Research Fellow for the **Circular Economy** at **Judge Business School**, at the University of **Cambridge**.
- Senior Fellow at the Global Federation of Competitiveness Councils.
- Founder and Director of the **Lab-Center for Competitiveness**.
- Professional **speaker** and moderator.

Formerly ...

- **Grenoble Ecole de Management:** Professor, business & economics.
- Post-Doctoral Education at the **Harvard Business School** (2009-11).
- B.A. and M.A., in Human and Social Studies, **University of Turin**.
- Master of Business Administration in Organizational Theory from **Columbia Southern University** in the USA.
- Doctorate in Business Strategy and Economics from the **International School of Management**.
- Currently enrolled in a second doctoral degree at **Ecole des Ponts Paris Tech** (completion expected by the end of 2016).

Flies from **Geneva / Boston**



## Sample speaking topics:

**MegaTrends & Future: understanding how the future unfolds:** In the vast oceans of knowledge, information and data, we find that there are five undercurrents that can give us some directions as to how the future would unfold.

**Fast Expanding Markets:** Where is growth, how can we find it, nurture it and scale it? An iterative process of discovery from the grassroots up.

**Circular Economy:** Increasing pressures on natural resources will lead to shifting the production of goods and services from the linear to "circular" economy to become the new norm.

**Artificial Intelligence:** Why AI is now an indispensable function in any businesses that want to succeed.

# Dr MARK ESPOSITO

what people say

*"Working with Mark is truly uplifting. Not only new and outstanding ideas are generated, but his level of integrity, commitment and his trust and willingness to open up his network to get these ideas done is just fabulous. It is always a pleasure working with him."*

Gerald Huesch - CEO Global Leadership School  
CEO Deutsche Gesellschaft für Stressmanagement

*"Mark is a master at putting the argument in people's minds. His lecture on the different ways of interpreting 'inequality' and how he's evolved the conversation to help us think critically is extremely valuable"*

University of Cambridge, Executive Program  
on Sustainability Leadership

future-looking ▪ insightful ▪ engaging



## Useful links for Mark Esposito:

- TIB Speaker Web Page >> [\*\*Go to Webpage\*\*](#)
- TIB Speaker Profile >> [\*\*Download PDF\*\*](#)
- TIB Video Channel >> [\*\*Watch Videos\*\*](#)





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