

# TOM STANDAGE

Deputy Editor - *The Economist*

Editor of *The World Ahead*

NY Times Best-selling Author

Intelligent Insights into the Future:  
Global Business, Geopolitics and Society,  
Technology and Innovation

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“Mr Futurology” @ *The Economist*: Global Business, Geopolitics and Society, Technology and Innovation

Tom is **Deputy Editor** of *The Economist*, and Editor of *The World Ahead* and *The World If* annual magazines

Formerly the **Business Editor**, **Digital Editor**, **Technology Editor**, Editor of **economist.com** and **Technology Quarterly (TQ)**, Tom has constantly been **scanning the future**, looking out for new **trends and emerging technologies** that will change our world. He has led much of The Economist Group’s successful **digital strategy**.

He is an award-winning journalist (British Media Awards 2015 “**Pioneer of the Year**”)

A two-time **New York Times best-selling author**, he has often taken a **historical perspective** on modern-day developments, in order to better understand their **implications for our future**.

The  
Economist



# TOM STANDAGE

Editor - *The World Ahead* and *The World If*

***The World Ahead 2025*** will build on more than three decades of publishing success: this will be the 36th edition, previously known as *The World In*. This is The Economist's will look ahead to our guide to the coming year where its correspondents and outside experts consider the **interlocking challenges facing the world**: the return of President Trump, conflicts in **Ukraine and the Middle East**, the continued fight against **inflation**, the rise of **AI**, transition to **renewable energy**, and **China**.

More than 2.8 million people in 90 countries read *The World Ahead* to gain in-depth understanding and a balanced global perspective

The  
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## Core Speaking Topics

**The World Ahead 2025: top 10 trends to watch:** With a focus on trends to watch, both expected and unexpected, and their implications for business, politics and the economy. From the implications of continued conflict in Ukraine and the Middle East to heightened rivalry in US-China rivalry, to the rise of AI, this briefing equips you for the year to come in terms of economic, Geopolitical, business and societal trends.

**Global business trends to watch:** What are the main geopolitical, economic, social and technological forces reshaping the business environment at the moment, and how are companies responding? A mind-clearing briefing that puts news developments into a wider framework of broad trends, bringing high-level perspective and clarity to the chaotic business landscape.

**Emerging technologies to watch:** Which technologies have the greatest potential to disrupt business and society? How can you tell how close they are to widespread adoption? Which markets, industries or applications are leading the way? And what can a historical perspective reveal about their prospects and likely social impact?

**The future of work:** How is technology reshaping the future of work? From automation to remote working, how has technology in the wake of the global pandemic shifted working practices, the skills required by managers, the nature of training and reskilling, and the shape of cities? And what lessons can history provide about the future?



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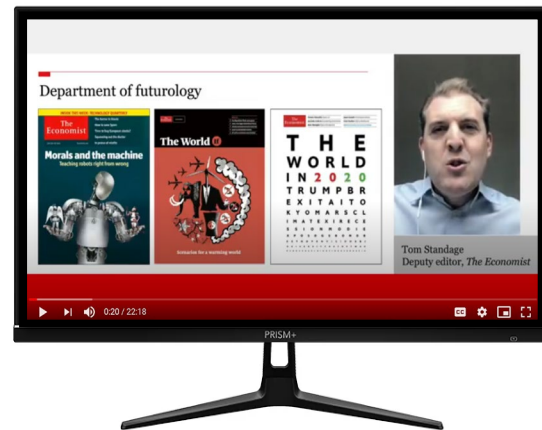
*An Engaging and Inspiring Virtual Speaker*

Honed over many years, Tom has combined **sharp intellect** with the **power of communication** to craft highly engaging presentations, delivered over all media and event platforms: **in print, live on stage** and **online**. For Tom **live, virtual events** are nothing new; as a technology writer and speaker, he has always been eager to **embrace new event technologies** first-hand and to harness the power of such platforms.

Today, this makes Tom a **great asset**: he is invited to virtual conferences and client forums to present live. Often, he is asked to produce **customised, pre-recorded presentations** where he subsequently joins the event live to take questions and enter into a stimulating dialogue with the audience.

“Tom’s predictive look-forward to *The World in 2021* **brought the house down**. It broke all records at the World Federation of Advertisers (WFA) in terms of registrations, attendance and feedback. Put simply, our members – 125 of the world’s biggest companies and 60 national advertiser associations around the world – said this was **the most enjoyable and thought-provoking webinar** they had attended this year!”

Will Gilroy, Director of Policy & Communications  
**World Federation of Advertisers**





# TOM STANDAGE

## Expert Moderator

Tom is an expert when it comes to chairing and moderating senior-level panels and conducting live, in-conversation dialogues.

He intelligently steers the flow of discussion to achieve the session's objectives, bringing great depth and breath of content and perspective, as well as a healthy dose of wit and humour.

“Spot on! Highly knowledgeable and very credible, Tom was a great panel moderator for the high level of attendee at our event and I would use him again without hesitation.”

**Head of Marketing EMEA, Google**



# TOM STANDAGE

*New York Times Best-Selling Author\**

*(History of the World in 6 Glasses and An Edible History of Humanity)*

Tom is a **prolific author** who has written mostly **history books**, which help to put many modern-day developments into an **historical perspective**, illustrating that new trends are perhaps things we have actually seen before. His most recent book in this vein is *Writing on the Wall*

*A History of the World in 6 Glasses\** was a New York Times Best-Seller, as was its sequel *An Edible History of Humanity\**. Tom attracted a cult following from his book *The Victorian Internet* which became a classic work on technological progress.

Tom has also edited a series of mind-expanding books under **Economist Books**

\* NYT best-sellers



# TOM STANDAGE

Author: *Writing on the Wall: Social Media, the first 2000 Years*

**In this pre-history of social networks, Tom** tells stories about the Roman philosopher and statesman Cicero, who used social networks; about how Martin Luther was, in fact, a blogger; how coffee houses in 17th century England were initially distrusted –much like social media today-- for being distractions from real work.

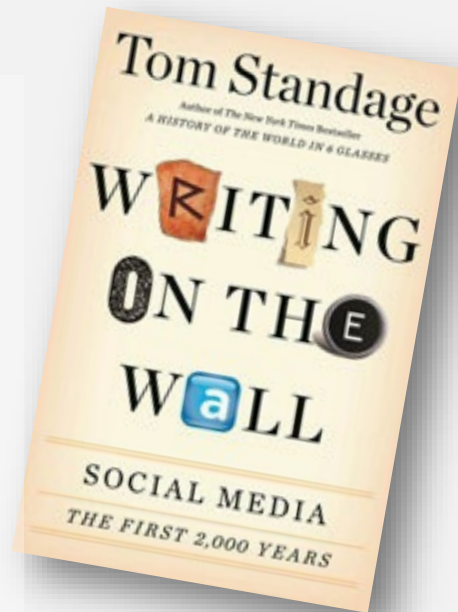
The rise of social, participatory media is, in many ways, simply a return to the way that media worked pre-1833 when the first mass-market newspapers appeared.


Tom puts today's information communications world into an **interesting and valuable historical context.**

**This book will change the way you think about social media.** It reveals that today's technologies are helping us scratch a timeless itch to connect and share." - Marc Andreessen

**"Tom Standage's gripping history** shows that the era of mass media dominance that we grew up in was a two-century anomaly in the natural course of our culture. Media used to be social and is becoming even more so again." – Chris Anderson, author of Makers: The New Industrial Revolution

**"Tom Standage once again displays his ingenious gift for connecting our historical past** to the debates and technologies of the present day. Writing on the Wall makes an entertaining and persuasive argument." - Steven Johnson, author of Future Perfect and Where Good Ideas Come From.



 [Link to TedX Talk](#)



# TOM STANDAGE

NY Times Best-Selling Books: *A History of the World in 6 Glasses* | *An Edible History of Humanity*



## **A HISTORY OF THE WORLD IN 6 GLASSES:**

Throughout human history, certain drinks have done much more than just quench thirst. Six of them have had a surprisingly pervasive influence on the course of history, becoming the defining drink during a pivotal historical period. This book tells the story of humanity from the Stone Age to the 21st century through the lens of beer, wine, spirits, coffee, tea, and cola. For the author, each drink is a kind of technology, a catalyst for advancing culture by which he demonstrates the intricate interplay of different civilizations. You may never look at your favourite drink the same way again.

## **AN EDIBLE HISTORY OF HUMANITY:**

More than simply sustenance, food historically has been a kind of technology, changing the course of human progress by helping to build empires, promote industrialization, and deciding the outcomes of wars. Tom draws on archaeology, anthropology and economics to reveal how food has helped shape and transform societies around the world, from the emergence of farming in China by 7500 BC to the use of sugar cane and corn to make ethanol today. *An Edible History of Humanity* is a fully satisfying account of human history.

# TOM STANDAGE

## key facts

Currently ...

- **Deputy Editor**, *The Economist*
- Editor, *The World in* and *The World If*
- Responsible for the Group **digital strategy** and development of new digital products, including **Espresso** and **Economist Films**
- Best-selling **author** of several well-respected books
- Professional **speaker** and **moderator**

Formerly ...

- *The Economist* **Science Correspondent** 1998, subsequently **Technology Editor**, **Business Editor** and **Digital Editor**.
- Editor of **Technology Quarterly (TQ)**
- Editor-in-Chief, **economist.com**
- Career in technology journalism with *The Guardian*, *Daily Telegraph*, *Wired* and *Prospect*
- Masters degree in engineering & computer science, **Oxford University**

Flies from **London**

Speaks to audiences around the world, in conferences, client forum, corporate management meetings and board room strategy meetings



## Speaking Topics:

- **The World in 2025: top 10 trends to watch**
- **Global business trends to watch**
- **Emerging technologies to watch**
- **The future of work**
- **Social Networks – a historical perspective**
- **Today's Media World**

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what people say ...

Tom brought both **insight** and a sense of **humour**. We very much liked his presentation style ... fast talking, **packed with facts and opinions** ... He manages to simply capture a whole set of diverse global trends and somehow link them all into a **cohesive, compelling story**. We loved him!

European Business Development Director, **Omnicom DAS**

Tom, as ever, was **outstanding**, and is a **pleasure to work with** and be with. Looking forward to the next occasion!

Founder, **Strategic Dimensions Group / Corporate Research Forum**

Tom is both a delightful person and **incredibly interesting, thoughtful** and **engaging! Perfect!**

Group Talent Management Director - **Hays Plc**



## Useful links for Tom Standage:

- TIB Speaker Web Page >> [Go to Webpage](#)
- TIB Video Channel >> [Watch Videos](#)



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