

## **MR PA GELDENHUYS**

**Pieter is seen as one of the leading strategists, futurists and thinkers in the Technology Strategy arena in South Africa. He uses his ability to identify opportunities in the changing technological, telecommunication and social landscape to assist companies in not only preparing for the change but to be an active agent in defining the change.**

**Pieter read Electronic Engineering at North-West University, and completed his MBA in 1996. In his academic capacity he has taught Strategic Technology & Innovation Management at a MBA level for more than 15 years.**

**As a Director of The Institute for Technology Strategy and Innovation, he is involved in numerous Innovation and Technology strategy courses and corporate innovation efforts. As Futurist and Technology Strategy consultant he counts the majority of the SA Top 100 companies as his clients. He also acts as Futurist for the Innovation Agency.**

**He is a keen commentator in the public space with dozens of public and television appearances, and more than a 750 National radio appearances under his belt. He lives in Stellenbosch with his wife Bea and a terrorist called Kayla, conveniently disguised as one of the cutest little girls on the planet.**

**He believes the only way to effectively predict the future is to create it.**