



Simon Anholt
Independent Policy Advisor on national identity & reputation

Simon Anholt is one of the world's leading thinkers and practitioners on ultra-widescale human engagement. His work over the last thirty years has focused on creating and leading new fields that measure, understand and influence attitudes, culture and activity at the global scale.

His first company was an international strategy firm which he founded in London in 1989. Here, he developed Culture Mapping, a revolutionary approach to international marketing strategy based on anthropological analysis of global consumer values and attitudes, for more than 100 companies including Nike, Timberland, Emirates, HSBC, DreamWorks, IBM, Levi's, Microsoft, Coca-Cola, Vodafone, Sony and Samsung.

In 1996 Anholt created the field of Nation Brands and City Brands. As the leading authority in this field, he has worked with the Heads of State and Heads of Government, and the civil society and business leaders of more than 50 nations, as well as numerous cities and regions, to develop and implement strategies for enhanced economic, political and cultural engagement with other countries.

As the leading figure in the measurement of national reputation, Simon Anholt is also the founder and publisher of one of the largest annual social surveys ever conducted, the Anholt-GfK Roper Nation Brands IndexSM. Since 2005, together with the Anholt-GfK Roper City Brands IndexSM.

In 2014 he launched the Good Country movement, and the Good Country Index: the world's first study of how much each country on earth contributes to the rest of humanity and to the planet. The Good Country was launched in June during Anholt's TEDtalk which had one of the fastest growing viewing figures of all time. This started a global discussion about how countries, companies and their leaders can balance their duty to their own people with their responsibility to the wider world, and has already established huge following and momentum for the movement, across 162 countries.