

Ivan Hernandez

Head of Consumer IoT EMEA / IoT Community Lead at EY

Warsaw, , PL

Former Flying Trapeze Artist turned Change Catalyst. Speaker on IoT, Customer Experience, Digital Transformation, Business Development.

Biography

IoT, Customer Experience & Digital Marketing Strategist with several years of international experience in strategic consulting, emerging technologies, advertising, marketing and media sectors.

At EY he is responsible for the development of the Consumer IoT Advisory Practice across the EMEA region. Additionally, he leads the IoT Community Operations, being responsible for Business Intelligence, Business Development, Marketing Strategy and Knowledge Management; while supporting the development of EY Advisory's Global Learning Strategy for development of IoT competencies and capabilities.

He is an internationally recognized keynote speaker. Some of the events he has presented include: Webit Congress (Turkey), Dublin Tech Summit (Ireland), Banque du Liban Accelerate (Lebanon), DigitalK (Bulgaria), Spark.me (Montenegro) and CFO European Summit (Poland).

Prior to his role at EY, he was the Founder of The Digital Loop, a boutique consultancy providing advisory services in the areas of Customer Experience Design, Innovation Strategy, Digital Marketing and Digital Transformation.

Previously he acted as Digital Strategy and Development Director at Walk Group, where he has developed the organization's Digital Development Program, focused on educating and developing the digital competencies of all 90+ employees of the entire marketing group.

He has been established in Poland since 1999, working with companies such as MTV Networks, Korn/Ferry International, as well as strategic regional roles for both Grey Group and MSLGROUP across CEE.

He is also a Lecturer at Kozminski University (the number one Business School in Central Eastern Europe). Currently he lectures on digital marketing at the FIFA/CIES Sport Management Programme. Previously he also lectured at both the MBA and BBA programs on the subjects of digital marketing, business development strategy and career design.

Availability

Keynote, Moderator, Panelist, Workshop, Host/MC, Corporate Training

Industry Expertise

Information Technology and Services, IT Services/Consulting, Management Consulting, Business Services, Consumer Services, Consumer Goods, Corporate Training, Training and Development, Advertising/Marketing, Public Relations and Communications, Media - Online, Social Media, Hospitality

Areas of Expertise

Internet of Things, IoT & Mobility, Digital Transformation, Experience Design, Customer Experience, Innovation, Smart Cities, Strategy, Business Development, Digital, Digital Marketing & Strategy, Marketing, Design Thinking, Leadership, Entrepreneurship, Inbound Marketing

Affiliations

Polish National Committee for UNICEF, Customer Experience Excellence Centre

Sample Talks

Fly High: How to Create, Innovate and Lead at the Highest Level

Building a successful business requires, among other things, developing the ability to take risks. A great example of individuals and teams accomplishing extraordinary results based on their ability to embrace risk are Flying Trapeze artists, and this presentation explores seven specific insights from the world of Circus, that entrepreneurs can adapt and develop in order to build a successful business.

Customer Experience as the Catalyst for Digital Transformation

Digital is changing how people make decisions and how they want to do business. In fact, every industry, as we know it, will be disrupted by digital technologies and regardless of industry or geography; businesses will become much more digitized in the future. It's inevitable.

Therefore, organizations must adapt and embrace digital transformation to drive higher levels of profit, productivity, and performance.

Customer Experience is the catalyst for Digital Transformation. The experience people have and share is the future of branding, marketing, and customer engagement. This is why you must become an experience architect who can re-imagine and rebuild a new customer journey to create meaningful and shareable experiences in every moment, blurring the line between digital and physical customer experiences.

Event Appearances

The Perfect Storm: Emerging Technologies and The Internet of Things
Corporate Event

The Perfect Storm: Emerging Technologies and The Internet of Things
MENA Tech Summit

How Industry 4.0 is Changing The World
Forum Liderów Biznesu

The Perfect Storm: Emerging Technologies and The Internet of Things
Corporate Event

IoT For Financial Services

Corporate Event

The Perfect Storm: Emerging Technologies and The Internet of Things

Corporate Event

How to grow in an era of exponential technological change

Corporate Event

The Perfect Storm: Emerging Technologies and The Internet of Things

Emerging Technologies Summit

Technology is Changing the Travel Industry Forever (Discussion Panel)

South Summit

Introduction to Consumer IoT

Corporate Event

The Perfect Storm: Disruptive Technologies and Experience Design

Romanian Business Leaders Summit

Selling Professional Services at the Highest Level

Pipeline Summit

Making The Connected Home A Reality (Discussion Panel)

Dublin Tech Summit

Using IoT Data To Drive Innovation (Discussion Panel)

Dublin Tech Summit

Three Crucial Things You Must Know When Building an IoT Startup

INference

Host of the IoT Stage

INference

Fly High: How to Create, Innovate and Lead at the Highest Level

BDL Accelerate 2016

Successful Lebanese Entrepreneurs (Discussion Panel)

BDL Accelerate 2016

International Ecosystem Leaders (Discussion Panel)

BDL Accelerate 2016

International Accelerators (Discussion Panel)

BDL Accelerate 2016

Borderless Communities (Discussion Panel)

BDL Accelerate 2016

Host of the Ecosystem Stage

BDL Accelerate 2016

Innovation in Brand Communication

Event-Biznes

Fly High: How to Create, Innovate and Lead at the Highest Level

TEDx Wroclaw

The Perfect Storm: Disruptive Technologies and Experience Design

DigitalKod

Developing Innovative Organizations (Discussion Panel)

Innovation Breakfast

Customer Experience as the Catalyst for Digital Transformation

Czwartkowe Spotkania Social Media

Fly High: Life and Business Lessons from the Flying Trapeze

Youth Entrepreneurship Forum

Fly High: How to Create, Innovate and Lead at the Highest Level

infoShare

Fly High: How to Create, Innovate and Lead at the Highest Level

Codeference

Digital Customer Experience - The Future of Retail

Poland and CEE Retail Summit

Digital Transformation: The Challenges for CFOs

CFO European Summit

Entrepreneurship in Emerging Markets (Discussion Panel)

Banque du Liban Accelerate

Digital Transformation: Stop Trying to Change and Start Transforming Your Business

DigitalK

The Future of Media (Discussion Panel)

Newton Media Summit

Digital Transformation: How to Adapt, Innovate and Disrupt the Market

Digital Marketing Revolution

Disruptive Innovation

hub:raum WARP

The Power of Context

TechCrunch Nonference

Inbound Marketing

Media Impact

Disruptive Innovation and its Impact on Education

Digital Learning Congress

Disruptive Innovation

Global Webit Congress

Experience Design and the Future of Retail

Retail Technology Days

Disruptive Innovation and the Future of Digital Transformation

Spark.me

Digital Transformation

Numerous Corporate Events

Collaboration At The Highest Level

Numerous Corporate Events

The Age of Context

Digital Marketing Innovation

Poland: How to Develop Innovation (Discussion Panel)

II International Innovation Forum

Disruptive Innovation and Its Impact on Business Development

ICT Summit

It's not about Mobile. It's about Mobility

Mobile Congress

Thriving at the intersection of digital and traditional marketing

Chief Marketing Officer Congress

Add value or go home! - Impacting people's lives with meaningful marketing

Marketing 3.0 Conference

Why Social Media Matters To Business

Biznes to Rozmowy Conference

Rethinking Marketing: Earning vs. Buying Attention With Inbound Marketing

Chief Marketing Officer Congress

Mission: Impossible?

TEDxWulkan

Collaboration on a Higher Level

TEDxWarsaw

Host/MC

Club Med

Education

MIT Sloan School of Management

Executive Program Innovation of Products and Services: MIT's Approach to Design Thinking

University of Bradford

MBA

Kozminski University

B.Sc Management

Accomplishments

Winner of the Audience Choice Speakers contest of the Global Webit Congress

Winner (2nd place) of the Audience Choice Speakers contest of the Global Webit Congress 2014 in Istanbul, Turkey.

Official Blogger LeWeb

Invited as Official Blogger of LeWeb Paris 2013 and 2014, one of the largest and most important tech events in the world.

Lecturer

Lecturer for 4 years at the BBA and MBA program of Kozminski University, the number one Business School in Central Eastern Europe.

Testimonials

Dermot Corr

Ivan has the rare ability to communicate complex ideas and concepts in an engaging way. He has captivated audiences, he can challenge an audience of experts and manage to make them rethink some long held beliefs whilst providing key takeaway points that many attendees were able to put into action.

Ivan is a master of his craft, his intellect, wit and charisma add to any event he is involved in - he always ensures that his presentations are relevant to the audience. At every event I have organised I have had amazing feedback about his presentations - put simply - if you want an exceptional speaker who will create significant value to your audience Ivan should be top of your list.

Vladimir Vulic

It's not every day that I instantly "click" with a person, but that was the case with Ivan. We connected via Twitter, and after getting to know him better, and watching some of his talks online, I invited him to speak at Spark.me 2014 in Montenegro. Ivan delivered a talk on digital transformation and innovation, and absolutely owned the Spark.me stage.

His combination of substance, in-depth knowledge and humor really resonated with the audience. I was especially impressed by Ivan's kindness and willingness to interact with the attendees during the breaks and social gatherings, as well as his patience and consideration to accept numerous photo requests.

I wholeheartedly recommend Ivan as a speaker to every conference program director!

Tadeusz Zorawski

I saw Ivan's speech at InfoShare 2016 conference and it was definitely one of the three best presentations. Through using his fascinating personal experience, Ivan explains the current challenges of business world in such a way that the audience is fully captivated. It is great to see Ivan's integrity and his motivational skills in what he does. I would love to hear his further speeches and see his next works!

Grzegorz Ruzala

I had a chance – and a great pleasure – to host Ivan as one of the keynote speakers during my Innovation Week @ CBRE EMEA GBS in 2015.

Ivan delivered a fantastic, inspiring speech on customer experience as the catalyst for digital transformation, explaining why organizations must adapt and embrace digital transformation to drive higher levels of profit, productivity, and performance. Relevant and hot topic, combined with confidence and passion presented by this great storyteller, was one of the key success factors of this outstanding event. Concluding: great job!

Anna Kreiser

Ivan is an exceptional Speaker who knows how to make a real connection with the audience. He invested the time upfront to understand what we were looking for and to deliver professional content tailored to our audience. During his talk he challenged the participants who attended the event to think about different ways to approach digital transformation. Feedback from the event was overwhelming positive and I really appreciate all the efforts Ivan devoted to giving us such a valuable presentation.

Filip Debowski

I met Ivan when he was speaking at the prestigious Webit Global Congress in Istanbul, where I immediately noticed how extremely passionate and open-minded professional he is. When I invited him as the keynote speaker for hub:raum WARP (Deutsche Telekom's startup accelerator), he showed himself as a visionary expert bringing the inspiration and creativity to the next level.

Jasna Trengoska

Ivan really brings the thunder on stage! An exceptional Speaker, motivator and a moving encyclopedia is just a modest way of describing him. He has a great way of connecting with the audience and keeping them engaged and focused. He always delivers meaningful content which then becomes the topic of many off-stage and networking conversations.

Madeline Urbaniak

Thinking about a professional speaker, Ivan is the first person that comes to my mind. He is able to explain important problems comprehensibly. Each presentation contains a huge dose of motivation. Worth every single minute of listening! Do you know what's the best part? Watching his advice being implemented in my business and seeing spectacular results.

Ralph Talmont

Ivan impresses with the perfect balance of approachable personality, long term vision and deep professionalism. I have had the pleasure of having Ivan as the opening speaker at the 2010 TEDxWarsaw where his mix of good humour and thoughtful insight immediately set the day off on the right foot.

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