

RASMUS ANKERSEN



Expert on Talent and Performance **Specialist in building high performing organisations**

Rasmus Ankersen is a bestselling author, entrepreneur, speaker on performance development and a trusted advisor to businesses and athletes around the world.

Rasmus has been the chairman of FC Midtjylland for eight years and a director of the English club Brentford FC. Both are known as some of the world's most innovative football clubs, especially recognised for their use of big data to drive decision-making.

In 2016 Rasmus published *Hunger in Paradise*: answering one of the toughest questions that business leaders face today - how successful organisations can remain successful by eliminating complacency. In his speech he addresses the consequences of success and how to sustain hunger once companies feel they have reached their pinnacle. In 2012 Rasmus published *The Gold Mine Effect*, in which he explores how some countries and cities develop a disproportionate amount of top talent, becoming the only expert on the subject who has literally lived and trained with the best athletes on the planet.

Over the past few years, Rasmus has been hired to share his research on high performance cultures by global brands like LEGO, Google, Boston Consulting Group, IKEA, Facebook, Hitachi, Roche, Cisco, Ernst & Young and many more.

Topics (Selection):

- How to Create Hunger in Paradise
- The Gold Mine Effect

Publications (Selection):

- *Hunger in Paradise*, 2016
- *The Gold Mine Effect*, 2012
- *Leader DNA*, 2006
- *The DNA of a Winner*, 2005