

Dr. DAVID BOSSHART



CEO of the Gottlieb Duttweiler Institute for Economics and Social Studies (GDI) (1999-2020)

David Bosshart is the leading European trend analyst. For 22 years he headed the Gottlieb Duttweiler Institute for Business and Society. Since 2020, he has been President of the Gottlieb & Adele Duttweiler Foundation and owner of "Bosshart & Partners".

Following high school and a business education, Bosshart capped his studies with a Ph.d. from the University of Zurich in philosophy and political theory. He has been involved in communications and marketing consulting, in retailing and in scientific research. 1991–1996 head of department at the GDI for consumer research and social change. From 1997 to 1999 he is head of strategic development and director of the cultural and social section of the Federation of Migros Cooperatives (the famous culture percentage).

GDI is an independent European think tank, founded by the European retail pioneer Gottlieb Duttweiler (1888-1962). The institute is specialised in trend research, strategic workshops, lectures, and conferences like the International Retail Conference (56th edition in 2006), the European Foodservice Summit (7th edition in 2006) and the European Consumer Trends Conference (2nd edition in 2006). The main topics are: changes in consumption patterns and society, innovation in retailing and the service industry.

David Bosshart is the author of numerous publications and a speaker at international events in Europe, the U.S. and Asia. His expertise is focussed on consumption and retailing, management, social change, and political philosophy.

Topics (Selection):

- Trends and countertrends in business, the economy, and society
- Globalization: myths and realities, winners and losers
- The future of consumption: how will we be living tomorrow?
- The future of shopping: channels, customers, brands
- Totally mobile: where do we go?
- Workstyle: the future of work
- Radical trends: the hidden agenda of our desires
- The future of the male, the future of the female, the future of the family:
- redesign of the sexes
- From lifestyle to healthstyle. Changing values of an aging society