

BENITA MATOFSKA OFFICIAL PRESS KIT

SPEAKER
CHANGE-MAKER
SHARING ECONOMY EXPERT



BENITA MATOFSKA: BIOGRAPHY

Benita Matofska is a world-leading speaker and change-maker who helps businesses and organisations to change lives. She is renowned for her ability to captivate audiences around the globe with her knowledge, dynamism and passion for change-making and the Sharing Economy.

An award-winning social entrepreneur, Benita is the founder of social enterprise The People Who Share and Global Sharing Week, reaching over 100 million people worldwide. She is the author of *Generation Share*, a seminal book telling the awe-inspiring stories of the change-makers building the Sharing Economy.

Benita travels the globe offering her unique insights to people and companies, enabling them to become change-makers themselves, safeguarding their future survival. In a fast changing digital world, companies can no longer focus on profit alone and Benita ensures that businesses stay relevant and become change-maker brands, through the creation of social and environmental value.

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Based on a decade of research, Benita uses change-making techniques, business model innovation and global intelligence to inspire transformation for businesses, people and planet.

Benita is a seasoned public speaker and has spoken to audiences worldwide including: IKEA, AMEX, VISA, VF Corp, Virgin, M&S, UBS, Mandiri Bank, Rabobank, RSA, LSE, RCA, FT, UNESCO, Nesta, European Parliament, the House of Commons, the House of Lords and Number 10 Downing Street.

Benita's incredible 30-year career has also seen her win multiple awards including: Ogunte Best Social Business Leader UK and World, Venus Inspirational Woman of the Year, Entrepreneur of the Year and the Cabinet Office, Nesta Innovation in Giving Award. She is also an RSA Fellow, a social commentator, blogger and is featured regularly in the international media.

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BENITA MATOFSKA: TESTIMONIALS



"Inspiring, powerful, innovative. Benita is a leading authority on the Sharing Economy who gave a thought-provoking keynote and captivated our global audience."

IKEA Global Home furnishings Forum, Sweden

"Excellent speaker, knowledgeable, distinctive, future-thinking. Benita enthralled the audience with her insights on the Sharing Economy and future business models."

M&S Festival of the Future, London, UK

"Brilliant and edgy. Benita's market knowledge, insights into future business trends and dynamic style captivated us all."

Virgin Group, The Innovation Sessions, London, UK

"A riveting keynote, the audience of Mayors, city officials, businesses, leaders and entrepreneurs from across Europe were challenged, engaged, informed and inspired."

Eurocities, Milan Italy

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"A compelling and revelatory keynote. A new perspective on sustainability and how embedding change-maker and Sharing Economy principles can put your brand ahead of the rest."

Sustainable Brands SB London, UK

"Bold, forthright, inspiring. Benita's opening plenary was the talk of the 1,400 strong audience from all over the globe. Absolutely unforgettable."

Women's Forum Global, Deauville, France

VF Marketing Associates from Europe were very inspired with Benita Matofska's insights on the sharing economy. More and more new sustainable approaches to life and business are developing, trends that certainly will also shape our VF marketing strategies of the future."

VF Corp Marketing Summit, Milan, Italy

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BENITA'S KEYNOTE TOPICS



Generation Share

Benita's ground-breaking book will be published in June 2019 for Global Sharing Week. Based on 3 years of research, *Generation Share* is a seminal book that takes readers on a journey around the globe to meet the people who are changing and saving lives by building a Sharing Economy. Through stunning photography, social commentary and interviews with 200 change-makers, *Generation Share* showcases extraordinary stories demonstrating the power of Sharing. In this talk, you'll meet the woman transforming the lives of slum girls in India, to the UK entrepreneur who has started a food sharing revolution; you'll discover the creators of trust cafes, fashion libraries and open kitchens who are changing the world. *Generation Share* brings to life the phenomenon causing the most significant shift in society since the Industrial Revolution.

Change-making the Future: Anatomy of a Change-Maker

For the last 5 years, Benita has been researching and collecting stories of change-makers worldwide. In this session, she will reveal the six key traits of a change-maker, what it takes to drive societal transformation and how companies can become change-maker brands and survive in the digital age.

Become a Life Changing Brand: Rebel Innovation and the Power of Purpose

In 2019, companies cannot survive on creating commercial value alone; customers increasingly make purchasing decisions based on social and environmental factors. Benita's keynote explains how brands can create tripartite value, by becoming rebel innovators, channeling the power of purpose, changing lives and ensuring their future in the process.

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The Sharing Economy and Collaborative Advantage

The Sharing Economy is causing the greatest societal shift since the Industrial Revolution and is the biggest business trend of all time. Any company or organization can participate; they just need to know how. In an era where collaboration is all, global Sharing Economy expert Benita lifts the lid on the myths and secrets of this disruptive trend and demonstrates why having a Collaborative Advantage is essential for every business.

Business Model Innovation, Sustainability and Future Trends

Innovation and new technologies have disrupted, created and destroyed markets. In this session, Benita gives an overview of the latest business model innovations, future trends and shows how you can build a sustainable business.

Future Leadership: Develop the Leaders who will Future-Proof Your Company

In 2019, for companies to survive, they need the kind of leaders who are not only able to navigate the digital age but can lead change. Drawing on years of research, Benita Matofska talks about how to develop the change-maker leaders that can take your company into the future. Drawing on the many leadership programs and organisations that Benita has been involved in over 20 years, she provides the key insights to developing the responsible and social leadership skills your company needs to be ahead of the rest.

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