



## **Simon Anholt**

Professor Simon Anholt is the world's leading thinker, author, researcher and practitioner on national image. He devised the concept of nation brand in 1998, now a multi-billion-dollar global industry, and is the founder and publisher of the annual Anholt-Ipsos Nation Brands Index and City Brands Index, two major surveys that use a panel of 60,000 people in 20 countries to monitor global perceptions of 60 countries and 50 cities.

Professor Anholt was Vice-Chair of the UK Foreign Office's Public Diplomacy Board between 2000 and 2009, and has worked with institutions including numerous agencies of the United Nations, the World Economic Forum, the World Bank, NATO, the European Union, the World Trade Organisation, the International Olympic Committee, the UK House of Lords, the Commonwealth of Nations, the International Security Assistance Force and the Nordic Council of Ministers.

Professor Anholt holds an MA (Oxford University). International Relations and Security Studies (Royal College of Defence Studies, London). He is an honorary Professor, Political Science (University of East Anglia).