

EXPERIENCE ONE OF EUROPE'S MOST
INFLUENTIAL AND PASSIONATE SPEAKERS

Therése Gedda

For more than a decade, Therése has inspired tens of thousands of people speaking on dozens of stages worldwide including Web Summit, Stockholm School of Economics and TEDx Made in Europe. Listen to Therése when she shares insights on business culture, entrepreneurship, positive psychology and lifelong learning.

*“Therése is an Extraordinary
International Motivational Speaker”*

– Stefan Engeseth, Guest Professor and Author

Want to book Therése for your next event or conference?
Contact: Scott van Dort (Speaker Agent) scott@theresegedda.com



“Therése Gedda is truly one-in-a-million”

Therese Gedda is truly one-in-a-million. Through her renowned talks, Therese creates truly transformative experiences, inspiring and enlightening individuals on a range of business-related discussions. With a method akin to a “hands on” coaching session, Therese interacts with her audience empowering attendees with immediate and actionable knowledge.

Therese’s natural leadership talents are clearly evident. With her gift for strength spotting, she leads with potential thus empowering each team member with self-belief and excellence.

It is a privilege and an honour to watch her perform in all of her roles at such a high level – CEO, Serial Entrepreneur, Keynote Speaker, Leader - making the impossible become possible every single day.

Combined with warmth, integrity, excellence, and a genuine interest in others, Therese Gedda’s success, intelligence, and experience is well beyond her years.

– Scott van Dort, COO at 30minMBA



“Therése is an extraordinary international
Motivational Speaker”

– Stefan Engeseth, Guest Professor and Author

[Watch Therése’s Speaker Reel Here](#)



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“I count her among the most inspirational and brilliant people I have the fortune to know.”

Highly driven, goal-focused and with an extraordinary degree of commitment to her projects. She can handle the grit of being an entrepreneur – not being someone to quit or easily doubt her ideas or vision. She wants to bring about change and engages the people around her in her ideas. She is also an advocate of entrepreneurship and has helped countless people on their path to building their business. I count her among the most inspirational and brilliant people I have the fortune to know.

– Jakob Persson, Co-founder and CKO at NodeOne

“Her spoken qualities are excellent”

I hereby give Therése Gedda my highest recommendation both as a strategic advisor and as a motivational speaker. I have had the great joy of encountering Ms. Gedda on several occasions and she continually over delivers – most lately as a keynote speaker on Internet Discovery Day, an industry leading event geared towards key people in the Swedish start-up and new media sectors. Her spoken qualities are excellent as well as her analytic capabilities as an advisor. I fail to see how anyone doing business with Therése Gedda could fail in being satisfied with the encounter.

– Johan Jörgensen, Founder and Partner at Grädde Invest. Venture Capitalist of the year, 2011

Therése Gedda

International Motivational Speaker, Award-Winning Entrepreneur, Founder & CEO of 30minMBA

Biography

Therése Gedda is a highly skilled serial entrepreneur, keynote speaker and business leader with more than a decade of unprecedented accomplishments.

She started earlier than most having learned more than 200 books by heart before the age of six. She took that same ambition and intellect to found her first management consultancy company on the Swedish market at the age of 17 in 2002. This early creation enabled her to successfully help companies from a large number of industries across European and North American markets – often serving as the catalyst for founders, executives, and management teams to create an impact with projects spanning strategy, leadership, communication, marketing, and growth.

Until she was 19, Therése worked out on a professional level in athletic fitness. The discipline she obtained from being around some of the world's top athletes extended to other areas of her career, including public speaking. When she was 21, she started to guest lecture and speak at the Stockholm School of Economics and The Royal Institute of Technology on topics ranging from entrepreneurship and startups to achievement. During this time, she also became more involved in the startup community.

By the age of 22, she completed her International Coaching Education – Core Essentials Fast Track Program by Coach U in London. She used these learnings throughout her career and remained actively involved in education as a startup mentor and adviser. Her passion for entrepreneurship made her a jury member at the largest business plan competition in Sweden, Venture Cup, at the age of 23. She also started to regularly organize business casual events in central Stockholm, serving as a catalyst and connector helping grow one of the world's fastest growing startup communities – Stockholm.

Therése continued her education and earned her Master of Science in Business and Economics at the age of 26. Her degree from the Stockholm School of Economics was focused on marketing and she conducted extensive research on the entrepreneurial mindset, publishing a paper titled “Courage, motivation, and setbacks – the road to success in entrepreneurship?”

By the age of 27, Therése became a board member for Silicon Vikings where she served for three years. In her role with this collaborative non-profit, Therése helped connect "Nordic assets" to Silicon Valley's networked business and educational ecosystems.

After more than a decade as a startup mentor, strategic advisor and motivational speaker with an enormous passion for knowledge and learning, Therése founded 30minMBA – an award-winning Swedish startup dedicated to mobile learning. This culture-driven company has its foundation in empowering individuals to reach their full potential.

Today, she is leading a multidisciplinary team spanning more than three continents as CEO, and together they are bridging the gap between what science knows and what business does.

At the age of 29, Therése took her keynote and motivational speaking endeavors to the next level when she spoke at the Web Summit, one of the leading tech conferences in the world, as well as several other top conferences – influencing more than 10,000 people in one year.

By the age of 30, she began to be recognized on prominent stages for her work. First, she was awarded second place in the Swedish Final for TEDx Made In Europe. A few weeks later, she was awarded the prestigious award and Sweden's largest prize for innovators, SKAPA (Create) – in memory of Alfred Nobel called The Future Innovation Award in Stockholm.

Off stage, Therese has graced the pages of some of the biggest media publications with key features and interviews in Sweden's largest newspaper Svenska Dagbladet (SvD), leading Swedish business magazine Veckans Affärer, and Shortcut Magazine, to name but a few.

At the age of 31, Therese was included in the Nordic 100 list, recognizing the most influential and impactful individuals in the tech and startup communities in the Nordics. While she has been successful on many fronts and has accomplished it all at a young age, she is very focused on what's ahead and believes her greatest accomplishments are still to come.





“With almost 15 years as a founder and keynote speaker, she is one of the most talented individuals I have ever met”

Being a strategic advisor of 30minMBA, I have had the great opportunity of working together with Therese. She is an amazing person and an exceptional leader who has built several companies from scratch. She started her entrepreneurial journey as a 17-year-old, founding a management consultancy company successfully working with startups and fast-growing firms for over a decade. With almost 15 years as a founder and keynote speaker, she is one of the most talented individuals I have ever met.

Therese has a great passion for entrepreneurship with a remarkable degree of commitment to her projects. The dedication to getting things done, the passion for challenging the status quo and empowering people to greatness, makes her an extraordinary inspiration for myself and other founders.

– Anneli Viklund, Innovation Expert at ALMI

As a Keynote Speaker and Workshop Leader Therése has spoken at countless international conferences, universities and corporate events including:

TEDx

Startup
GRIND

web 
summit

HR Vision

VIVA
TECHNOLOGY
STARTUP CONNECT / PARIS 2016

AMCHAM
AMERICAN CHAMBER OF COMMERCE IN SWEDEN

INBOUND

KINNERNET
V E N I C E

leaders
summit

4YFN | Connecting
Startups

 **STARTUP
SESAME**

**MOBILE
SUNDAY**

EdTech Sweden

Stockholm
Entrepreneurs

GREAT SP[^]CE™

Open Innovation Summit
London 2017



**WOMEN
IN TECH**

INTERNET DISCOVERY DAY



**Stockholm School of
Entrepreneurship**

Therése speaks about mindset, business culture, entrepreneurship, and innovation:

Her most requested talks are:

Signature Talk

- Brilliance – Thriving with the Entrepreneurial Mindset

Business Culture and Leadership Talks

- The Self-Leading Company – How To Design And Develop A High-Performing Business Culture Where People Thrive
- Recruit on Culture – Attract, Keep and Develop Amazing Talents and See Your Culture Thrive
- The Future Work – Empowering People's Performance, Wellbeing, and Engagement in the Workplace

Innovation and Entrepreneurship Talks

- Design Thinking – How To Aim For The WOW In Product Development
- Trends on how Lifelong Learning Impacts Us – The Latest in Mobile Learning
- Perfect Your Pitching Skills – Engage, Persuade, and Make an Impact
- Life of a Startup CEO – Get a Sneak Peek into the Life of a Fast-Growing Startup

Empowering Passion Talks

- Making the Ordinary, Extraordinary – Bringing Mindfulness to our Life
- Serendipity Networking – Connect, Care, and Make a Lasting First Impression
- How To Build A Strong Personal Brand That Sets You Apart – Start with PASSION





“Incredible leader and she has an amazing passion for empowering individuals to reach their fullest potential”

Therése has the ability to create magic – constantly, it seems. With loads of creativity and determination, Therese has demonstrated a remarkable ability to create exceptional value and media attention from limited resources.

She is a phenomenal startup CEO, an incredible leader and she has an amazing passion for empowering individuals to reach their fullest potential.

I'm proud to vouch for her, because I've seen from the inside how she works and what she does to always deliver - both on stage as a keynote speaker and behind-the-scenes in business.

Therése is extremely talented across the board and with her determination, no industry is safe from disruption.

– Tony Friede, Investment Manager at VINNOVA



Experience The Passionate Keynote Speaker Live

As an award-winning Entrepreneur and experienced International Keynote Speaker, Therése regularly travels the globe speaking on business culture, entrepreneurship, trends, personal branding, positive psychology and lifelong learning. Her performances use storytelling, actionable insights, and best practices. Wish to see her magic live? What follows are her most popular talks:

SIGNATURE TALK

Brilliance

Thriving with the Entrepreneurial Mindset

Covered topics: Mindset, Entrepreneurship, Positive Psychology, Happiness, Passion

Just as in the movie The Matrix, limitations are found only in your mind. “There is no spoon.” There isn’t only one way to build a company or to be a successful founder; there is no magic formula. However, your mindset determines whether you will thrive in extraordinary ways or struggle.

Learn the success factors to adopt the entrepreneurial mindset by learning wisdom from the entrepreneurial rollercoaster, the startup world, as well as valuable lessons from science including positive psychology. The entrepreneurial mindset, however, is not just for founders but for every achiever, go-getter, and passionate individual who seeks to thrive.

This talk will show you how to experience a daily sense of achievement, how settling is the enemy, how passion is contagious and why it’s crucial to focus on your strengths while disregarding your weaknesses. Additionally, you will learn how to embrace opportunities, challenge your fears and experience moment after moment of true brilliance.

Business Culture and Leadership Talks

The Future Work – Empowering People’s Performance, Wellbeing, and Engagement in the Workplace

Covered topics: Design Thinking, Workplace Engagement, Productivity, Wellbeing, and Business Culture

The workplace as we know it is rapidly changing. With millennials entering the workforce and the digital transformation well and truly under way, everything is changing. These changes provide us with the incredible opportunity to re-imagine the way we work. Instead of florescent tube lighting, traditional work cubicles or open plan environments, we can revolutionize the workplace like never before by exploring new creative and effective ways to support our employee's productivity, engagement, and wellbeing. By re-imaging our workplace, we have the power to enable individuals to thrive in beautiful, functional environments that incorporate purpose-specific lighting, fabrics, and spaces that lend themselves to collaboration.

If your goal is to work independently and “get in the zone” to experience flow, what is the best way to facilitate that? If you want people to feel purpose and a sense of belonging, how do you create spaces to support this? If you want people to feel inspired and make magic with the desire to achieve great results as soon as they walk through the door, how do accomplish that?

From designing the physical and digital workplace to understanding when and where people are most creative, this talk explores how to design activity-based environments, and how to use the latest technology to empower employees.

The Self-Leading Company – How to Design and Develop a High-Performing Business Culture Where People Thrive

Covered topics: Business Culture, Leadership, Distributed Teams, Future of work, Engagement, Appreciation, and Achievement

You can’t follow the crowd if you want to create something truly extraordinary. You need to create your own path. Right now there is a shift occurring in how business is done. Vision-lead companies where people are hired based on their values and cultural fit are just beginning to take off. Companies like Southwest Airlines and Zappos are leading the way by putting their best practices into action. Put your people before customers and profit and let your purpose, values, and vision guide your business.

Recruit on Culture – Attract, Keep and Develop Amazing Talents and See Your Culture Thrive

Covered topics: Recruitment, HR, Future of Work, Wellbeing, Workplace Engagement and Business Culture

Gallup's 2015 survey found that only 13 percent of employees worldwide are engaged in the workplace. In this inspiring and enlightening talk, discover how recruitment based on culture, and matching people’s skills with tasks they are likely to experience engagement in, is vital to productivity, trust, connection, and overall wellbeing in your organization.

You will also learn how to re-invent how you work with recruitment today. Learn how to recruit on cultural fit, spot talents strengths right away, develop a cultural test as well as to design a culture where people thrive.



“Therése is a fantastic person”

Therése is a fantastic person in so many ways. On top of being a serial entrepreneur, she is an absolute top-class networker and extremely entrepreneurial. But, what really makes her shine is the immense passion she demonstrates for what she is doing. As a startup advisor and speaker, she is constantly connecting with other entrepreneurs to generously sharing her learnings, insights and experiences to help them grow as well.

– Mats Vindefjård, CEO at Future Sports Media

“She is amazing on stage”

A collaboration with Therése Gedda means that you can feel completely confident with the outcome. She is very committed and is always well-prepared. She is amazing on stage, inspires many people and adds a great value to our participants. We at Venture Cup are very grateful and excited about our partnership with Therése.

– Emilie Lidgard, Event and Educational Manager at Venture Cup East



Innovation and Entrepreneurship Talks

Design Thinking – How To Aim For The WOW In Product Development

Covered topics: Co-Creation, Creativity, Product Development, Design Thinking, and Lean

Design thinking is about co-creation. It's about inviting your customers, stakeholders, and your people into both the idea and execution phase of a new product or service. The iterative design thinking process is about empathy, defining, ideation, prototyping, testing, and co-designing.

Learn how design thinking humanizes concepts, processes, and product development. Learn how design thinking and lean methods are used in the startup world in a practical and powerful way. See how collaboration unifies and enhances product creation, and how involving and relating to your customer solves problems, increases the speed of innovation, and takes your products to new heights.

Trends on how Lifelong Learning Impacts Us – The Latest in Mobile Learning

Covered Topics: Mobile Learning, Education Technology, Workplace Engagement, Future of Work, and Lifelong Learning

We are living in a knowledge economy, and the commitment to lifelong learning is more important than ever. So, what importance does learning have in the workplace?

In 2012, 65 percent of workers declared their mobile devices to be their “most critical work device.” Our mobile is our connection to the world. Discover how learning stimulates growth in companies and why 99 percent of mobile learners believed the format and presentation enhanced their learning. This intriguing and insightful talk will teach you how to stay ahead of the curve by exploring the latest trends in mobile learning and how it can empower behavioral change, which increases your people’s productivity and wellbeing.

Learn how the trend of mobile learning tools has revolutionized skill development and encouraged behavioral change in high performing organizations. Instead of spending 8 hours reading a book and trying to retain the information, mobile learning allows individuals to learn and develop skills “on-the-go” in memorable and immediately actionable ways.

Innovation and Entrepreneurship Talks

Life of a Startup CEO – Get a Sneak Peek into the Life of a Fast-Growing Startup

Covered topics: Entrepreneurship, Startups, Leadership, Development, and Growth

Design your business culture, live your values and empower and inspire people to strive for excellence. Founder and CEO of 30minMBA, Therése Gedda, shares several of her personal experiences throughout her entrepreneurial journey including how to lead on potential, how to co-design a business with the market and how to challenge everything. These very insights helped her thrive as a startup CEO and build a company where the team, advisors, and supporters all come together to change the world.

Perfect Your Pitching Skills – Engage, Persuade, and Make an Impact

Covered topics: Pitching, Charisma, Communication, and Presentation skills

Develop and refine your skills to effectively deliver pitches that draw upon your passion and ambition to build engagement, regardless of context, and whether you have 6 seconds or 16 minutes at your disposal. Utilize your skills and inspire your employees to communicate your company's values to all stakeholders in a consistent and compelling way. Create awareness in your organization about the persuasive power of pitching and harness it to convey memorable messages that stick.

"Strive for excellence, work hard
and trust the process"

– Therése Gedda





“Warm, generous and inspires both myself and others with her visions and charisma”

Therése has a tremendous passion for both business and entrepreneurship. Her combination of professional and academic experience from working with business development, leadership and marketing for a decade as well as holding a Master of Science in Business and Economics from the Stockholm School of Economics makes her an excellent member of your team. With her previous experience, knowledge, passion and engagement she is perfectly suited to mentor startups, businesses and individuals to reach their fullest potential, Therése often attends conferences and business events where she connects people with opportunities for innovation and growth.

She regularly exchanges ideas and insights with prominent entrepreneurs and thought leaders across disciplines and geographic regions. Continuously seeking to excel in her leadership, performance and communication abilities, she skilfully uses in-depth research and studies best practices within multiple fields. She has a great enthusiasm for sharing new ideas and creative concepts as well as re-imagining and reverse engineering business structures. Therése is warm, generous and inspires both myself and others with her visions and charisma.

– Andrea Elvhage, CEO at Journey West Media



Empowering Passion Talks

Making the Ordinary, Extraordinary – Bringing Mindfulness to our Life

Covered topics: Positive Psychology, Wellbeing, Mindfulness, Wellness, Flow and Mindset

We all have daily routines which we often go about with little awareness. Our lives are full of extraordinary moments, but just how conscious and present are we during these moments? They happen every day, big and small. The key is to acknowledge and experience them. When we focus on our past, we neglect the present moment.

Imagine feeling a daily sense of achievement. Bringing mindfulness to whatever we do has many benefits.

By simply slowing down whatever we're doing, we immediately become more present. If we can see our daily routines as rituals, we have the power to transform the ordinary into the extraordinary.

Learn how to introduce mindfulness into all aspects of your life and increase your wellbeing. Learn how your morning and night routines support your values and can help achieve your goals. Learn how to focus, decrease stress, and create a sense of calm, gratitude, and fulfillment. You will also learn how to combine mindfulness and experience flow, and how to use it to live a fulfilled life.

Empowering Passion Talks

How To Build A Strong Personal Brand That Sets You Apart – Start with PASSION

Covered topics: Personal Branding, Performance Body Language, Charisma, and Passion

Your personal brand is more than simply having an online profile or introducing yourself with your title. Discover how sharing your passion makes you radiant. Learn how making a difference starts with authenticity and giving.

This talk covers everything from the importance of standing for something congruent with your values, to how body language and charisma make all the difference when meeting in person. Learn how to develop your personal brand and how to be the shining star anytime and anywhere.

Serendipity Networking – Connect, Care, And Make A Lasting First Impression

Covered topics: Networking, Body Language, and Communication

You are at one of the most important events of your life, and you have ten seconds to make your pitch. How do you make a lasting first impression and establish great rapport? How do you make the moment count? The person in front of you could potentially be your next big client, business partner or close friend.

Learn how to sharpen your listening skills, engage through powerful questioning, and know how to introduce yourself in a memorable way regardless of whether it's at a business conference or a casual dinner.





“Therése is an Extraordinary International Motivational Speaker”

Therése is an extraordinary entrepreneur and international motivational speaker. A conductor of energy and magnetism, she engages audiences through her passionate performances, providing audiences with immediate and actionable insights.

Combining her background in elite fitness and her extensive professional experience, Therése has motivated people all over the world to reach their goals in both their personal and professional lives.

– Stefan Engeseth, Guest Professor and Author

More voices from workshop participants

“We thank you for a valuable and highly interactive experience”

Myself and my team at SSES had the pleasure of participating in your time management session. We thank Therése for a valuable and highly interactive experience. Those skills we learnt, in combination with immediate action and consistent implementation offered an immediate return on the time we invested as an organization in working with Therése to improve our individual and company-wide time management skills. We highly recommend this course to others and know they too will find it valuable given the level of commitment and expertise that Therése offers.

– Nick Kaye, Executive Director at Stockholm School of Entrepreneurship

“The tools I got from the workshop will help me achieve better results”

To me, learning from others is more than listening to workshop talks and avoiding to make common mistakes. This is why I am so pleased with Therése Gedda. For me, the focus on implementation and the real case scenarios with group feedback leveraged the experience. I believe that the tools I got from the workshop will help me achieve better results.

– Michael Frantzén, Co-founder of Brighter AB

“The workshop was inspiring and educating”

I am impressed by the ease with which your techniques can be implemented and the impact they make. From the very first moment, we had the feeling that the workshop is about making a difference and striving for the delivery of excellent results – and so it was. The workshop was inspiring and educating as well as demanding. Our time with Therése was highly value-adding.

– Makan Amini, Alumni from Handelshögskolan i Stockholm

“Inspiring entrepreneur”

The workshops with Therese put our knowledge to the test and I am probably speaking on behalf of everyone present when saying that those were very well spent and rewarding hours. I can pass on my highest recommendations to this inspiring speaker and entrepreneur.

– Staffan Taylor, Business owner and former student YUMP Academy





“This unique combination of personal experience and research is what has made her, her business and the people around her so successful”

Therese is a very talented, sharp and competent professional who is extremely passionate about her work and making a difference. She has acquired immense knowledge through her experience as a serial entrepreneur and international speaker.

This unique combination of personal experience and scientific research is what has made her, her business and the people around her so successful. I believe she is an invaluable mentor, speaker and advisor.

– Jonas Almeling, Regional Director Nordics & Northern Europe of Startup Grind



Do you want to book the renowned Keynote Speaker and Award-Winning Entrepreneur to your next conference or event?

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“Therése is one of the most talented individuals that I have met in my life”

– Jacob Leander-Olsson, VA's Super talent 2013 and Founder of Like.tv at MTG