
From: [REDACTED]
Sent: Thursday, August 29, 2024 12:37 PM
To: [REDACTED]
Subject: [REDACTED] Q&A - Global FII CEO Richard Attias

Hi [REDACTED] – Hope you are doing well!

I was looking into the [REDACTED] series and wanted to offer a CEO who would be a perfect subject for an upcoming Q&A— [Mr. Richard Attias](#).

You may be familiar as he is the CEO of the thinktank/non-profit, [Future Investment Initiative Institute](#) (FII Institute), and serves as an advisor to Heads of State, business executives and civic leaders looking to effect change. He was also founder and former CEO of Publicis Events Worldwide and served as the Executive Producer of Davos WEF for over a decade.

Richard has created or produced more than 2000 events over the past 30 years, including WEF's Annual Meeting at Davos, the Clinton Global Initiative, Nobel Laureates Conferences, The New York Forum, The African Cup, and Bloomberg New Economy Forum to Future Investment Initiative (FII). He is passionate about driving positive change and addressing major global challenges, like AI, access to healthcare, and sustainability, often via public-private partnerships that prioritize innovation and bold thinking and by leveraging his extensive network.

Away from his work, Richard has a fascinating personal story. He was born into a Jewish family in Fez, Morocco and went on to graduate as a civil engineer, also gaining a Masters in Maths and Physics from Paris University

- His career, which has taken him to France, Japan, Switzerland, Dubai and New York, initially began at IBM, where he quickly rose up the ranks before going on to found several organizations
- Adept at taking risks, Richard has achieved great success beyond borders. He sold his first company to Publicis in 1998 and went on to join its board and head international events, which is how he came to produce WEF at Davos for 15 years.
- As a citizen of the world heading a nonprofit whose sole mission is to positively impact humanity, Richard believes in economy and investment as tools to ensure peace and prosperity for all. Through convening world and business leaders and hosting influential dialogue—Richard’s strong suit—he hopes to promote people and countries with an inclusive vision.

I thought you would be eager to meet him and learn about his method and approach to consulting across such wide ranging, visionary, global issues. Are you planning any upcoming features for the series?

Looking forward to hearing from you!

Best,

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