



## CV – MATS LINDGREN

Founder and CEO, Kairos Future Group

**Mats Lindgren** is CEO and research director with emphasis on major international multi-client based futures projects. He is also a frequent international speaker on various future relevant topics.

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### AREAS OF EXPERTISE:

Values, lifestyles and consumer behavior  
Management research, organizational analysis and development  
Futures studies and methodology  
Scenario planning, trend, market and competitive analysis  
Strategy development  
Cluster analysis and development

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### INDUSTRY EXPERIENCE:

Aviation and tourism  
Automotive  
Energy  
Fast moving consumer goods  
Retailing  
Banking and finance  
Telecom and ICT  
Public administration and government  
Regional development  
NGOs

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**EDUCATION:**

2001	Henley Management College/Brunel University, UK, Doctor of Business Administration. Thesis: Strategic Flexibility antecedents and performance implications in turbulent business environments
1991	Springfield College, Mass. US, MSc in Human Services Administration
1989	Stockholm University, Work-life pedagogic, 20 p
1981	Royal Institute of Technology. MSc in Engineering Physics

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**PROFESSIONAL EXPERIENCE:**

1993-	Founder and CEO of Kairos Future .
1987-1990	Janson & Strutz (major Swedish strategy consultancy), partner.
1984-1993	Lindgren Framtidsstudier AB. Professional services in futures studies, business intelligence, strategy, leadership training and general management consultancy
1981-1984	Royal Institute of Technology, Centre for Environmental Sciences. Research engineer and course administrator/lecturer

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**BOOKS AND OTHER PUBLICATIONS, EXAMPLES:**

Over the years Mats has published 15 books and a number of articles on topics related to future studies, business intelligence and strategy. Here are a few examples of books:

2007	The MeWe Generation – what every manager should know about tomorrow's adults, Bookhouse Publishing (with B. Lüthi & T. Fürth)
2004	Rekordgenerationen (The Record Generation)
2002	Scenario Planning – the link between future and strategy, Palgrave Macmillan (with Hans Bandhold)
2002	Fördel Sverige (Advantage Sweden), Uppsala Publishing House (with Karin Andersson and Christian Lernberg)
2002	Beyond Mobile, Palgrave Macmillan (with Jörgen Jedbratt and Erika Svensson)
2001	Morgondagens mobila marknadsplats (Tomorrow's mobile market place) (with Jörgen Jedbratt and Erika Svensson), Konsultförlaget
1999	Morgondagens reklammarknad (Tomorrow's advertising market) (with Jörgen Jedbratt), Konsultförlaget
1996	Scenarioplanering (Scenario planning), Konsultförlaget

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1997	IT-revolutionen och morgondagens företag (The IT-revolution and the corporation of tomorrow) (with Urban Hermansson and Per Florén), Konsultförlaget/Nutek
1993	Forma Framtiden (Shape the Future), Konsultförlaget (with Ivars Jegers)
1992	Morgondagens värderingar (Tomorrow's values, available in English) (with Ivars Jegers), Konsultförlaget
1985	En framtid för dig, informationssamhällets 90-talets utmaning. (A future for you – the information society, the challenge of the 90s) Libris

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**PROFESSIONAL AFFILIATIONS, EXAMPLES:**

2002	Founding member of Association of Professional Futurists
1992-	Board member of the Swedish Association of Management Consultants
1990-2001	Board member and chairman (since 1995) of The Swedish Association for Futures Studies

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**LANGUAGES:** Swedish (mother tongue), English (fluent)

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**OTHER INFORMATION:**

**DATE/PLACE OF BIRTH:** Born 1959, Stockholm, Sweden

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