



## Sir Bob Geldof

Humanitarian, Entrepreneur, and Nobel Man of Peace

From the Boomtown Rats to Live8: Lessons from Bob Geldof

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Sir Bob Geldof is one of the most fascinating public figures of our time. He's both an astute business mogul and one of the greatest humanitarians the world has ever known. Geldof has created the Live Aid concerts, built a media empire (including the show *Survivor*), called urgent attention to the world's most vulnerable people, and been knighted by the Queen. Recently, all living Nobel Peace Prize winners voted him the Nobel Man of Peace, proclaiming that he "has harnessed world opinion to make political leaders act immediately, improving the lives of millions."

Sir Bob Geldof's 1984 Live Aid concerts, for Ethiopian famine relief, united billions of people, and sent a resoundingly hopeful message around the world. Buoyed by our collective humanity, and Geldof's forceful practicality, the event raised millions, and changed the scope and ambition of humanitarianism. His Live8 concerts, watched by 2 billion people twenty years later, successfully pressured world leaders to pledge an additional \$25 billion in aid to Africa. For his ongoing work to seek out long-term sustainable solutions to poverty and hunger, he was awarded the Red Cross Humanity Fellowship Award in 2007 (joining previous recipients Bill Clinton and Nelson Mandela).

In his talks, he distills lesson from his career as an entrepreneur, which has surged through the worlds of music, business, diplomacy and humanitarianism. He managed his own band but also started a production company (Planet 24, now Tel Alps); he embraced Internet start-ups, but also raised millions of dollars, in one day, by attracting worldwide media attention; he can gather the planet's biggest stars for charity, but can also get table time with the world's political leaders. He has been an effective salesman, a prescient business mind and a visionary leader. With a passion borne of his rock roots and a nascent understanding of politics and economic trends, Geldof speaks with authority about our most pressing international issues.

To huge audiences -- and to the inevitable frenzy of media attention -- he empowers audiences with his inspiring, pragmatic message of accomplishing anything you set out to do (he was, after all, just one man, inflamed by a news report, when he started Live Aid).