

Technology should make us more **human**, not less.

Ferry Hoes is an international keynote speaker, author of *Brand Humanizing*, and founder of the Brand Humanizing Institute. He helps organisations use technology to become more human, not less. Ferry speaks at conferences and corporate events worldwide, blending storytelling with actionable insight.

~40

keynotes a year

EN & NL

on stage

Tailored

to every audience

*Mid-flow on stage.*

SIGNATURE KEYNOTES

Brand Humanizing

Why human edge becomes the durable advantage when AI commoditises everything else.

For: Leadership teams, marketing directors, and brand strategists navigating AI adoption.

The Human Era of Work

How to lead organisations where humans and machines work side by side without losing meaning.

For: HR directors, L&D leads, and C-suite leaders shaping the next era of work.

AI without the noise

A clear, practical look at where AI actually moves the needle, and where it just adds work.

For: Strategy teams, digital transformation leads, and boards overseeing AI investments.

Also: interactive workshops, leadership sessions, hosting and panel moderation. Custom keynotes on request.

"No 'Death by PowerPoint,' but a smooth and captivating story that got us as an IT organization thinking. Ferry is second to none at keeping his audience engaged."

Laurens, Atos

"Ferry is a fantastic speaker. He adapts perfectly to the audience and showed during the workshops that he's highly flexible and alert to reactions from the room."

Almer, ASR

ORGANISATIONS FERRY HAS WORKED WITH

Atos**vodafone****TOSHIBA****α . S . I .****Chubb****Ziggo**

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