

Reengineering Trust in Governments – Blockchain & Beyond



Prof Bart F. Norré

Pioneer/Co-founder
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With more than 30 years' of **Executive Management** experience, Prof Bart NORRÉ has in-depth **Neuroscience & Customer Engagement Strategy** practices expertise, and a **Blockchain** enthusiast. After 15 years assisting **Swiss startups** to succeed, he embarked on **Neuromarketing**, among others **pioneering NMSBA**, a worldwide Neuromarketing organization, and **co-founding HONEUR**, which helps the marketing practitioners to integrate neuromarketing insights intuitively.

With major in Political Sciences, Philosophy and Communication Science from KULeuven Belgium, Prof NORRÉ is also a don at the **Fribourg School of Management** and the **University of Applied Sciences in Lausanne**, teaching strategic management, international management and neuromarketing of which essence will provoke **disruptive changes** in many domains of a company as well as in **humanity** itself. He specializes in the impact of **non-conscious mind** on human behaviour.

A **compassionate blogger & believer** that one cannot keep things until one gives them away - by sharing, we learn and enlarge our insights - he shares ideas and insights widely on **bartnorre.wordpress.com** and **internetbusinessclub.ch**. An avid **songwriter** since the age of 6, he released his first album "**point Bart**" in 2014 (www.pointbart.com).

Neuromarketing & Blockchain Expert, Strategy & Empathy Thought Leader, Communications Guru (8-language)