

**Thimon de Jong (1977)**  
**Founder, WHETSTON / strategic foresight**

**Biography**

Thimon de Jong runs WHETSTON / strategic foresight, a think tank specialised in future human behaviour & societal change and the implications for leadership & business strategy. He is a sought-after global (virtual) keynote presenter and leadership trainer. His clients include Morgan Stanley, Vodafone, IKEA and Nike.

Thimon also lectures at the social psychology department of Utrecht University where he teaches master students how academic research can be practically applied to improve business strategy. He has a master's degree in Cultural Studies with a minor in International Business Studies. He is a former insights & strategy director at TrendsActive, researcher at FreedomLab Future Studies and editor-in-chief of RELOAD Magazine.

**Social:**

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**About WHETSTON / strategic foresight**

Whetston is a strategic foresight think tank on future human behaviour and the implications for leadership & business strategy founded in 2014 and based out of Amsterdam. Whetston specialises in delivering (virtual) presentations & leadership training for both public and private organisations around the globe.

To determine the business impact of future human behaviour, Whetston takes an interdisciplinary research approach and combines a variety of academic disciplines. Whetston works with a very diversified network of people, united in the Whetston Think Tank. This network consists of a select group of global specialists that work on the cutting edge of future behavioural change, leadership and strategy.

Clients include: Vodafone, Morgan Stanley, Tetra Pak, Warner Music, IKEA, Nike, Vodafone, Novartis, Skanska, Spar, Honeywell, Dropbox, Walmart and many more.

**Moderator announcement:**

- Thimon de Jong is an expert on future human behaviour and societal change.
- He works for clients like Morgan Stanley, Vodafone and Ikea.
- He is also a lecturer at the social psychology department of Utrecht University