

# Robin Bew

Former Managing Director, Editorial  
Director and Chief Economist at the  
Economist Intelligence Unit

*A seasoned global economist and business  
leader, able to engage audiences on the  
linkage between global megatrends and  
business opportunities.*



# Robin Bew

## Professional background

Robin Bew has 27 years experience at the **Economist Intelligence Unit (EIU)**, with the last 9 years as **Global Managing Director (CEO)** of the EIU division. He ran a worldwide team of 400 editorial and commercial colleagues, and led operations, strategy and drove commercial success in a \$100m business. In addition he sat on The Economist Group ExCo, which managed operations and strategy across the entire Economist portfolio.

As Editorial Director and Chief Economist of the EIU, he was responsible for all analysis and forecasting across B2B divisions of The Economist Group and **led the intellectual debate on economic, political, and business issues worldwide**. Robin ran not just the economic and political forecasting division but also all the **consultancy** businesses, including specialist operations focusing on **Public Policy, Healthcare and Consumer Markets**. He also worked extensively with clients on thought leadership issues, helping to bring important topics to the attention of global decision makers.

This blend of editorial expertise and business leadership gives him a **unique perspective and empathy for his business audiences**.



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Speaker, advisor, mentor

Robin is based in **London** but brings a highly **global perspective** to his work. His leadership roles in the EIU meant he visited Asia, the Middle East and US multiple times a year, and has extensive experience of China, India, Singapore, Hong Kong, and Japan. He advised clients on the global and regional economic and political outlook, the **mega trends** shaping global business, and the **future of work** - always with a focus on **risks and opportunities**

Robin's clients include **multinational businesses** (both head office and regional operations), **governments** and **not-for-profit organisations**

He also has a **significant public profile** and is regularly interviewed by major **TV and print media**, both in the developed world and in the emerging markets. He regularly speaks at client events, **international business conferences**, investment meetings and roundtables. He also provides Board level briefings and participates in business planning sessions. He has extensive experience in **chairing** and **moderating** both large events and small panels.

Robin speaks on **global economic and geopolitical affairs**, with a focus on the **biggest issues** affecting world prospects such as **China's economic prospects**, US China relations, the **future of Europe**, and the implications for clients' businesses and their teams.



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## Business leadership and workforce engagement

Robin spearheaded the drive for the EIU and wider Economist Group to move from being a primarily UK based business to a truly globally distributed enterprise. He invested heavily behind the Group's presence in China, driving a localisation strategy and building capabilities needed to capitalise on China's growth and outbound investment. He also built a research and analytics hub in India, which became the second largest office in The Economist Group.

Robin regularly worked for months at a time out of offices in the US and across Asia, to support local clients and build revenues, but also to foster team spirit and impart the EIU's unique culture to teams across the world. This focus on team building allowed the business to prosper during the Covid crisis, despite the high business continuity disruptions caused by local lockdowns and travel restrictions.

Robin was The Economist Group's executive sponsor of "TEG in Colour", the staff affinity group for diversity and inclusion, as well as mentoring and coaching minority colleagues and advising on mental health issues in the workplace. He has significant experience in what it takes to build inclusive, positive, high performance teams across global enterprises.



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## What people say

*"**Explaining economics to executives like us is quite tough but Robin does an excellent job.** He understands how we think and articulates his outlook in a way we understand. Although we don't always like his predictions, at least we understand what we need to pay attention to."*

*"I have always had enormous respect for the Economist Intelligence Unit and its forecasts. But with Robin Bew presenting them, you don't just get the numbers -- you get **a clear picture of what we must focus on**, and indeed what we can largely ignore, and **that's invaluable.**"*

*"**Very sharp and totally unflappable** under fire from some pretty aggressive questioning today!"*

*"I respect the fact he is **prepared to take a position and defend it.**"*

*"The session we all look forward to! **Incredibly helpful insight**, plain talking, fact sharing."*

*"Thank you for a really interesting session!!! Lots of food for thought and clearly lots of uncertainties ahead but all the information you shared will definitely **help us to put things into perspective** and will help us with our short to medium term planning!!!"*

Sharp • Witty • Engaging



### Useful links for Robin Bew:

- TIB Speaker Web Page >> [Go to Webpage](#)
- TIB Speaker Profile >> [Download PDF](#)
- TIB Video Channel >> [Watch Videos](#)

# Robin Bew

## Key facts

### Currently

- Independent **public speaker, advisor** and **mentor**

### Formerly

- **Managing Director (CEO)**, *Economist Intelligence Unit (EIU)* 2013-2022
- **Editorial Director**, *EIU* 2006-2013
- **UK Publisher**, *EIU* 2008-2010
- **Chief Economist**, *EIU* 1997-2010
- Economist & **Global Forecaster**, *EIU* 1995-1997
- Economist, **UK's HM Treasury** 1993-1995
- Economist, **Confederation of British Industry (CBI)** 1992-1993
- BSc in Economics & Business Finance, MSC in Economics

### Flies from **London**

Speaks to audiences around the world, in conferences, client forums, corporate management meetings and board room strategy meetings.



### Sample speaking topics:

- ***The outlook for the global economy:*** What will be the main engines of global growth. How will key geopolitical trends impact economic prospects. Where are the key opportunities and risks for businesses?
- ***The rise of political risk:*** How do the increasing tensions between the West and China, and the territorial ambitions of Russia, impact on global business. What is motivating the key players, and how might a new normal be reached?
- ***International investment and globalisation:*** How is the environment for cross-border business changing, and how can companies make the most of opportunities and respond to changing risks?



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