

MEDIA KIT

2024



BJÖRN BERG

**FINANCIAL COMMENTATOR
AND SPEAKER**



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ABOUT BJÖRN

Björn Berg is a distinguished Icelandic financial advisor and public speaker with close to two decades of experience in the finance industry.

Known for his expertise in personal finance and his ability to translate complex economic concepts for an interested public, Björn has become a trusted voice in Iceland's financial landscape.

Björn previously spent 16 years honing his skills in asset management, economic analysis, and education at Íslandsbanki. During his tenure, he served as Director of Economic Research and Financial Education. His initiatives included organizing and leading a series of widely attended seminars and workshops on savings, pensions, debt management, and the broader Icelandic economy.

In independent consultancy, Björn continues to offer tailored financial advice and educational services. Björn is a prolific public speaker, known for his engaging and accessible presentation style. He regularly delivers lectures and workshops on a wide range of financial topics. His work in the media is equally notable—he is a frequent commentator on financial issues in Icelandic newspapers, radio, and television. His insights are highly valued, making him a go-to expert for economic analysis and commentary.



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TOPICS

EXAMPLES

Combating Inflation

How can we mitigate the impact of inflation on household and corporate finances and respond when it arises?

The Icelandic people have a unique experience of living with significant and unexpected inflation fluctuations. During the economic crash of 2008 inflation rose to near 19% —as the local currency halved in value— causing great challenges as well as creating valuable lessons in mitigating the damaging effects of rising prices. The lecture draws upon this experience. Strong defenses against inflation can lead to significant financial benefits and greater security.

The True Story - Using Data

An exploration on how superficial data analysis can lead to misleading news coverage, with intriguing examples from the worlds of film, music, and sports.

Drawing on unique experience in Iceland —a country with a complex relationship to economic data—it is demonstrated how uncovering the true story often requires more than just examining raw data. With deeper insight and understanding, we can transform the narrative and paint a more accurate picture.



TOPICS

EXAMPLES

Funny Money

What happened when Pepsi accidentally put a winning lottery number in 800,000 bottle caps?

In this captivating and entertaining lecture, we delve into the world of costly blunders, remarkable success stories, and incredible coincidences all tied to the theme of money. Discover how seemingly simple mistakes can lead to significant consequences, and explore the fascinating stories behind them. Based on the book *Peningar (Money)*, by Björn Berg.

The Icelandic Economy

What lessons can be learned from the recent highs and lows of the Icelandic economy?

Icelanders have faced significant economic challenges recently, and how they navigate these issues greatly impacts their small, fragile economy. This makes Iceland a unique case study for what might occur in other developed economies under similar conditions.

Topics include fluctuating housing prices, mass immigration, volatile exports, inflation, and a sharp rise in wages.



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TOPICS

EXAMPLES

Moving to Iceland

Have you thought about working in the Nordics? Maybe you should consider Iceland.

Björn provides a comprehensive overview of what it's like to relocate to this beautiful and unique country. You'll gain valuable insights into the entire process of moving, including the necessary paperwork and housing.

How is the local economy and what is daily life really like? Whether you're just curious or seriously planning your move, this lecture will equip you with the necessary knowledge. Don't miss this opportunity to get a real feel for what it means to live and work in Iceland.

