

Alexei Kapterev

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PROFILE

Consultant, trainer, business school lecturer and researcher specialising in strategic narratives and presentation skills. Economist by training, psychologist by calling. Author of two best-selling books and an award-winning Coursera specialisation. Big believer in progress and science, always looking for better evidence-based frameworks and methods.

WORK EXPERIENCE

> Kapterev.com * Consultant & Trainer * 2007 – Present

Facilitated seminars on presentation skills, storytelling, critical thinking, corporate values and off-site strategic meetings. Produced presentations and pitch decks, coached speakers, worked as a speechwriter and writer of business documents on topics such as corporate purpose, vision and values. My clients have included Heineken, Nestlé, PepsiCo, KPMG, BCG, UniCredit, Syngenta, Boehringer Ingelheim, WHO, Abbott, Merz and SAP. As a guest lecturer, I was invited to speak at the SKOLKOVO Moscow School of Management and the Stockholm School of Economics.

> HappyHero👉 * Head of Research * 2023 – Present

HappyHero is an early-stage digital well-being platform. As the head of research I answer questions like “What is the scientific consensus on X?” and “What’s the best known way to do Y?”

> PwC Nederland * Senior Manager * Jan 2023 – July 2023

As a member of the Winning Work department, I helped teams of auditors and consultants prepare for pitching in high-stakes tenders, designed storylines, provided pitch coaching, and led presentation skills seminars for external clients such as the European Central Bank.

> TechInvestLab Consulting * Consultant * 2003–2007

> The Risk Advisory Group (UK) * Associate * 2000–2003

> Citibank * Financial Controller * 1997–2000

EDUCATION

INSEAD Executive Master in Change * 2019–2021

Russian Economic University, Summa cum laude * 1992–1997

PUBLICATIONS

Presentation Secrets, an English-language book published in the US by Wiley, 2011 ([link](#))

The Good, the Bad and the Persuasive, a best-selling book on presentation skills published in Russia by MIF, 2020 ([link](#))

Death by PowerPoint, a SlideShare presentation about presentations with more than 18 million views ([link](#))

Presentation Skills, 15-week specialisation for Coursera rated by ClassCentral.com among the best 50 MOOCs of all time ([link](#))

Ideas, Ideals and Idealisations: Decision-Making under Radical Uncertainty, Executive Master’s Thesis, INSEAD, 2021 ([link](#))

A series of blog posts for Harvard Business Review Russia ([link](#))

AWARDS

Honorary membership in the UK Speechwriting Guild, 2014

The New York Festivals, finalist award (advertising, b2b sales), 2009

Citigroup Service Excellence Award, 1999