

Public Speaking Info Card

Tancredi Cordero d. M.

LEADERSHIP STRATEGIES THAT MAGNIFY SUCCESS

Management Leadership:

- 1) Develop a contrarian mindset and the ability to think outside the box, enabling them to identify market gaps and create differentiation for their business or organisation.
- 2) Acquire an eye for luxury and an understanding of upscale products, honing their ability to curate and provide high-value offerings that resonate with their target audience.
- 3) Master the art of managing human assets, learning how to empower their team members, appreciate their contributions, and hold them accountable to achieve optimal performance and results.

Humanistic Leadership:

- 1) Develop an expanded global mindset, allowing them to think beyond borders and embrace a way of thinking that transcends limitations.
- 2) Cultivate a sense of indestructibility, tapping into their inner strength and resilience to overcome challenges and achieve their goals.
- 3) Deepen their understanding of humanism and its role in leadership, gaining insights into how personal and professional growth can positively impact individuals and society.

Leadership in Luxury Investments:

- 1) Acquire the expertise to become a luxury stock market practitioner, equipping themselves with the knowledge and tools to evaluate qualitative and quantitative market criteria and make informed investment decisions.
- 2) Develop a deep understanding of human needs and their impact on investment opportunities, allowing them to identify targets beyond traditional value investing methods.
- 3) Learn how to effectively identify and position brands as unique investment targets within the luxury and lifestyle sector, leveraging their brand equity and signalling power to drive profitable investment outcomes.

TCdM's Professional Biography:

Tancredi Cordero di Montezemolo is an accomplished entrepreneur, financier and leading expert in the consumer luxury space. He is the Founder and Chief Executive of Kuros Associates, a luxury businesses-focussed private investment office and hedge fund. Tancredi grew up in Florence, Italy, and lived for short periods in the US. Since 2016, he has lived in London, UK. Early in his life, Tancredi was an amateur golf champion, winning several regional and national competitions. As he grew up in Florence, Tancredi has always been passionate about the arts, particularly literature, poetry and writing in general, so much so that he published his first book at the age of twenty-one. And just like many successful Florentines before him, Tancredi decided to merge the arts with finance. He started trading stocks and analysing Italian companies as he was in his last year of high school. Most of the names he was trading were luxury brands. On the back of a successful crowdfunding campaign, Tancredi launched his first start-up, a luxury necktie business, during his freshman year at Bocconi University. At Bocconi, Tancredi fell in love with Behavioural Finance, a subject he would later make the epicentre of his investment practice. Tancredi subsequently exited his early venture to start a career in investment management, first at BNP Paribas and subsequently at Fidelity and Mirabaud Group, where he further developed his knowledge of luxury businesses. After a short stint at a hedge fund trading base and precious metals, Tancredi founded Kuros Associates in London when he was only twenty-six with £100 in capital and £3000 of monthly revenue. At 30, thanks to the growth experienced by Kuros Associates and its investments, Tancredi became a self-made millionaire. Today, Tancredi oversees a conspicuous portfolio of investments for his clients and himself and relentlessly aims to keep on growing both professionally and personally. He is an advocate for self-development and an avid reader of all titles connected with the study of the human mind and behavioural sciences in general. He is a scratch golfer and a keen sportsman.

Tancredi writes regularly on his blog (www.tancredicordero.com) and is the main host of the Kuros Associates YouTube channel (<https://www.youtube.com/@kurosassociates8484>). Tancredi contributes with his writing and opinion pieces to media outlets such as the Financial Times, Bloomberg, The Times and others. Bloomberg Surveillance has hosted him live on their TV channel previously.

With over a decade of experience in investment management and consumer luxury spaces, Tancredi established himself as an independent and influential thought leader, capable of entertaining any talk and conversation, bridging the gap between a wide array of subjects.

Signature Public Speaking Programmes:

MANAGEMENT LEADERSHIP

Participants will embark on a journey of contrarian thinking and market differentiation in this transformative signature program on Management-based leadership, taking the road less travelled.

Through thorough research and strategic decision-making, participants will learn how to create a unique position in the market, setting themselves apart from the multitude. This program will equip individuals with the skills to develop an eye for luxury and upscale products, effectively managing human assets, empowering their team members, and fostering a culture of appreciation and accountability.

Participants will also gain insights into incentivising their team members, creating strategic partnerships, aligning their team with their vision and mission, and rewarding their efforts generously.

After completing this program, participants will:

- 1) Develop a contrarian mindset and the ability to think outside the box, enabling them to identify market gaps and create differentiation for their business or organisation.**
- 2) Acquire an eye for luxury and an understanding of upscale products, honing their ability to curate and provide high-value offerings that resonate with their target audience.**
- 3) Master the art of managing human assets, learning how to empower their team members, appreciate their contributions, and hold them accountable to achieve optimal performance and results.**
- 4) Gain insights into incentive strategies and the importance of alignment, discovering practical ways to motivate and reward their team members while aligning everyone towards a clear path of success.**
- 5) Learn the significance of strategic partnerships and how to cultivate mutually beneficial relationships, leveraging collective strengths and resources to drive growth and achieve organisational objectives.**

Take advantage of this exclusive opportunity to join our signature program on Management-based leadership, taking the road less travelled. Unleash your potential as a visionary leader, create market differentiation, and build a high-performing team that drives success. Equip yourself with the knowledge, skills, and strategies to navigate challenges, seize opportunities, and lead with confidence and impact. Join us on this transformative journey and pave the way for exceptional leadership and organisational success.

HUMANISTIC LEADERSHIP

In this transformative signature program on Humanistic Leadership, participants will transcend conventional thinking and gain from a limitless mindset.

They will embark on a journey towards indestructibility, aligning themselves with the universe's grand plan. By exploring the depths of their self-worth, personally and professionally, participants will unlock the true essence of humanism.

This program empowers individuals to delve into the meaning behind their achievements, fostering a deep sense of fulfilment and enabling them to make a philanthropic impact on nature, people, and the planet. Discover what lies hidden within, unleash your purpose like never before, and have a profound influence on the world through your achievements.

After completing this program, participants will:

- 1) Develop an expanded global mindset, allowing them to think beyond borders and embrace a way of thinking that transcends limitations.**
- 2) Cultivate a sense of indestructibility, tapping into their inner strength and resilience to overcome challenges and achieve their goals.**

- 3) Deepen their understanding of humanism and its role in leadership, gaining insights into how personal and professional growth can positively impact individuals and society.**
- 4) Explore the concept of philanthropy and its application to nature, people, and the planet, learning how to give back and make a meaningful difference in the world.**
- 5) Unleash their true purpose and passion, discover their unique calling, and channel their achievements towards creating a lasting and impactful legacy.**

Join us on this remarkable journey of self-discovery as we embrace humanistic leadership and unlock the power within to make a profound difference in the world. Expand your perspective, unleash your potential, and become a catalyst for positive change. Together, let's create a brighter future for all.

LEADERSHIP IN LUXURY INVESTMENTS

In this cutting-edge signature program on Luxury Based Leadership, participants will immerse themselves in the world of luxury market practitioners and gain the skills to evaluate major brands and market dynamics.

They will discover how to outsmart their competition by analyzing human aspirational needs versus traditional financial metrics, enabling them to identify unique value investing targets through the analysis of the brand equity and signalling power of different brands.

This program will empower individuals to capitalize on the unique pricing power of luxury brands, explore behavioural investment strategies and make strategic buying and shorting decisions that generate profits with significant compounding potential.

After completing this program, participants will:

- 1) Acquire the expertise to become a luxury stock market practitioner, equipping themselves with the knowledge and tools to evaluate qualitative and quantitative market criteria and make informed investment decisions.**
- 2) Develop a deep understanding of human needs and their impact on investment opportunities, allowing them to identify targets beyond traditional value investing methods.**
- 3) Learn how to effectively identify and position brands as unique investment targets within the luxury and lifestyle sector, leveraging their brand equity and signalling power to drive profitable investment outcomes.**
- 4) Explore the concept of total pricing power and its significance in investment strategies, gaining insights into capitalising on it, maximising returns, and reducing risk.**
- 5) Harness the power of neurosciences and global research to make strategic buy decisions when selecting companies, unlocking opportunities with immense upside potential and generating profits.**

Don't miss this exclusive opportunity to join our signature program on Luxury Based Investing. Unleash your potential as an investment leader, expand your understanding of market dynamics, and elevate your investment strategies to new heights.

Equip yourself with the knowledge, insights, and skills to identify unique investment targets, capitalise on pricing power, and generate outsized returns. Join us on this transformative journey and unlock your ability to create wealth and success through savvy investment practices.

Reputation:

People who have worked with me describe their experience as fruitful and rewarding due to my dedication and passion to deliver in every aspect of my business and life journey. I believe that whatever one gives reciprocates in equal measure. The times I lost were those I wasn't ready to offer. Vice versa, my biggest gains came when I did everything I could to serve selflessly. I have and have had top-tier institutional clients and remarkable individuals. Obviously, I can't disclose names, but most of them belong to their own category, and I am really obliged that they decided to give me a chance.

What kind of facilitator I am:

I have always loved classical theatre and thespian actors. I guess my delivery and English accent have been heavily influenced by the many hours I spend soaking in that genre and vernacular. Also, I am Italian by birth, which faintly taints my accent, making me sometimes extend the vowels of the words I pronounce. I love public speaking, delivering to an audience, mediating a debate, podcasting, and radio. If asked to describe my personality, I would say that I am generally agreeable but strikingly firm in my beliefs when I know that they are coming from a place of solace and well-thought-out thinking, not to mention research.

Final statement:

Notwithstanding my past achievements and how I accomplished these, I believe the word self-made is BS as there's always something or someone directly or indirectly who helps us, not to mention luck. But some people must make it against all odds without anyone crediting them. I was one. Along the line, I also realised that nobody could do everything on his own, and I am constantly looking for the right partners for every new phase of my journey.

Testimonials:

1. Jeremy Deal (Founder & Portfolio Manager, JDP Capital Management)

"I have worked with Tancredi for multiple years. His ability to communicate an idea in a public setting is excellent. Not only is Tancredi well spoken and charming, he has a unique ability to successfully adapt his message to a wide variety of audiences from different cultures and professional backgrounds."

2. Asad Jumabhoy (Co-founder UTU Global and Global Blue)

"I have interacted with Tancredi discussing different topics at varying depths. I know him to be

eloquent, enlightened and inspirational and have no hesitation to recommend him as a keynote speaker or an advisor on a wide range of topics."

3. Pamela Zell (Owner & Director, IFP)

"Tancredi is a well seasoned communicator that has a deep knowledge of the subject he discusses. His calm approach, his maturity and well reflected answers when asked about his opinion show a great confidence. He is concise though very explicit in the message he wants to communicate."

4. Caroline Blake (Head of Investor Relations & Operations, 7GC & Co. Holdings)

"Tancredi exudes charisma. He is exceptionally well cultivated and passionate for literature, music and investments, enabling him to engage with a diverse audience."

Further pieces of information:

- **Speech / Live Talks / Webinars titles:**

1. Investing in luxury companies, their brand equity and premium valuations.
2. Investing in publicly listed luxury and premium automakers.
3. NextGen Luxury: how artificial intelligence and augmented reality will reshape the luxury consumer experience.
4. Imperial hangover and populism: will the Jubilee remind Britons what a leader should stand for?
5. Through the Matrix, into a Brave New World: the dark side of social media companies.
6. Investing in the NASDAQ 100: A Responsible Investment Perspective.
7. Farewell to the mountains: in the time of covid-19 and Brexit the letter of an Italian in London.
8. A financial feel-good-factor: the current state of ESG & Sustainability.
9. Profits for a better world: the call for Impact Investment Banks.
10. Climbing the pyramid: how inequalities and lack of competition are spreading around the world.
11. Money is good: the intuition marking the upward surge of mankind.

12. Diversification vs. Concentration: Central Banks and the reshaped architecture of financial markets.
13. California Dreaming: from Silicon Valley to Silicon Beach, beyond and back.
14. Is consumer consensus the new value investing?
15. A brief history of Trust, its decadence and the blossoming of family offices.
16. Status vs ethos: why working in the financial industry today?

- **Hi-resolution profile photo:**



- **Tancredi working, speaking or interacting in a professional environment**

LIVE

Tancredi Cordero
KUROSO ASSOCIATES
CEO

FED DOUBLES TAPER, SIGNALS THREE 2022 HIKES

TOP NEWS
Japan Sticks With Budget Balance Goal Despite Record Spending
As we've written in this year's government plans, we are still looking to reach a primary balance in the fiscal year 2025, said Finance Minister Shunichi Suzuki, shortly after the cabinet approved a record initial budget of 107.6 trillion yen (\$940 billion) for the year starting in April.

Bloomberg
09:09 UK 24 DEC @BUSINESS

USD/JPY	USD/KRW	USD/INR	USD/SGD	USD/TRY	USD/ZAR
114.38	1186.40	75.0775	1.3565	11,9244	15.6338
-0.01 0%	-1.44 0.12%	-0.1662 0.24%	-0.0019 0.14%	+0.5676 5.04%	-0.0196 0.14%



- **Video content of Tancredi speaking:**

In talks with Bloomberg Surveillance

<https://youtu.be/DINIVbVJ1Ek>

Presenting webinar on Investing in luxury companies, their brand equity and premium valuations.

<https://youtu.be/znUsPO9jbH8>

Presenting webinar on Investing in publicly listed luxury and premium automakers.

<https://youtu.be/2Dfy7FTOObg>

Presenting webinar on NextGen Luxury: how artificial intelligence and augmented reality will reshape the luxury consumer experience.

<https://youtu.be/kiQLzgjE-hE>

- **Links to media appearances:**

Blog:

<https://www.tancredicordero.com/>

TV:

[Kuros Associates' Tancredi Cordero in talks with Bloomberg ... www.youtube.com > watch](https://www.youtube.com/watch?v=DINIVbVJ1Ek)

<https://www.youtube.com/watch?v=DINIVbVJ1Ek>

Articles:

[Portfolio Adviser Tancredi Cordero: Managers become disincentivised to deliver good returns after \\$1bn Tancredi Cordero founded Kuros Associates after becoming disillusioned with the poor level of service offered by most asset managers..26 Apr 2021](#)

[Financial Times Fried circuits at the bitcoin miners Rapidly rising electricity prices should be bad news for cryptocurrency miners, right? Boutique investment house Kuros Associates believes....28 Jun 2022](#)

[Financial Times Musk's \\$44bn Twitter deal is an M&A arb dream — or nightmare Elon Musk's fitful attempt to take over Twitter is shaping up to be the event of the year for hedge funds that bet on takeover deals going....13 Jun 2022](#)

[Portfolio Adviser Disastrous Deliveroo float continues to haunt the IPO market one year on It's been one year since Deliveroo's disastrous IPO. When it went public at the end of March 2021, the company had sold shares at....30 Mar 2022](#)

[Bloomberg.com Bitcoin, Cryptocurrencies: Latest Crypto News and Analysis for This Week Error: Could not download required scripts. Please update your browser or turn off ad blocker to continue to watch. Bitcoin to Rise to....27 Nov 2020](#)

[Financial Times Investors take shelter in cash as central bank fears shake markets Fund managers increase cash holdings to highest level since early days of pandemic..15 Feb 2022](#)

[Financial Times US government debt sell-off worsens as banks predict swift Fed rate rises US government debt sold off on Friday as hawkish comments from Federal Reserve officials this week prompted big Wall Street banks to....25 Mar 2022](#)

[Financial Times US and European stocks rise as traders weigh effect of sanctions on global economy US and European stocks rallied on Friday as war in Ukraine raged, with investors watching for signs that the conflict with Russia would be....25 Feb 2022](#)

[Financial Times Insurers plan further shift away from bonds, says study The majority of insurers intends to back away from the low-yielding bond market and head into less liquid assets, as a burst of inflation....17 Jan 2022](#)

[Financial Times Coronavirus: Delta variant now represents 20% of new US cases, Fauci says - as it happened Morgan Stanley to bar unvaccinated staff and clients from New York office. Imani Moise in New York. Morgan Stanley employees and clients who....22 Jun 2021](#)

- **Company Logo**



- **Company name LLC:**
Kuros Associates LTD

- **Website addresses**
<https://kurosassociates.com/>
www.tancredicordero.com

- **Signature email address**
ir@kurosassociates.com

- **Company address**
Kuros Associates LTD,
76 Campden Hill Road, Holland Park, W8 7AA London,
United Kingdom.

- **Company phone number**
T: +44 (0) 20 3287 7671

- **Links to any books written:**
<https://www.amazon.co.uk/partenza-mia-giovane-filosofia-poetica/dp/8889477911>

- **Fee expectations:**
Speaking fees of £15,000 per day plus travel, food and accommodation.

- **Topics of Interest**
 1. Business
 2. Entrepreneurship
 3. Motivational
 4. Innovation
 5. Luxury
 6. Economy
 7. Finance
 8. Investing
 9. Happiness
 10. Inspirational
 11. Keynote
 12. Psychology
 13. Resilience
 14. Social Media
 15. TED
 16. Adventure

17. Politics
18. Social Media
19. Adversity
20. Change
21. Entrepreneurship
22. Leadership
23. Arts & Culture
24. Education
25. Finance & Economics
26. Mental Health & Wellbeing
27. Innovation