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WILLIS SPARKS

Director, Global Macro at Eurasia Group | Global Geopolitical Risk and International Affairs Expert

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- Director, Global Macro at Eurasia Group, a leading global political risk advisory firm
- Works closely with Ian Bremmer, Eurasia Group's founder and president
- Internationally recognized expert on geopolitical risk, US foreign policy, and emerging markets
- Has addressed corporate and investor audiences on every continent except Antarctica
- Translates complex geopolitical developments into strategic insights for business and investment decisions

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Willis Sparks is Director of Global Macro at Eurasia Group, one of the world's leading political risk research and consulting firms. He is an internationally recognized expert on the geopolitical forces shaping global markets, international business, and investment decisions.

Working closely with Eurasia Group founder and president Ian Bremmer, Sparks analyzes the risks and opportunities arising from international conflicts, political developments in emerging markets, and changes in US politics and foreign policy.

Since joining Eurasia Group in 2005, he has become a sought-after speaker for corporate executives, financial institutions, investors, and business leaders seeking to understand how geopolitical developments affect economic stability, market performance, and long-term strategic decisions.

His presentations examine the changing global balance of power, US-China relations, geopolitical fragmentation, international security, and the political forces influencing business and investment environments.

Known for making complex international developments accessible and relevant, Sparks helps audiences look beyond daily headlines to identify the underlying political trends that will shape tomorrow's opportunities and challenges.

Before joining Eurasia Group, he worked at the Council on Foreign Relations, where he researched transnational terrorism and US national security.

He holds master's degrees in international affairs from Columbia University's School of International and Public Affairs and Sciences Po in Paris, as well as two bachelor's degrees from Brown University. He is also a graduate of the prestigious Juilliard School.

With presentations delivered on every continent except Antarctica, Willis Sparks brings a global perspective to the intersection of geopolitics, economics, and business strategy.

TEMAS

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Willis tailors each presentation to the needs of his audience and is not limited to the topics listed below. Please ask us about any subject that interests you:

- Geopolitics and the New World Order
- Global Political Risk and Investment Opportunities
- US Foreign Policy and Its Global Economic Impact
- US-China Competition and the Future of Globalization
- Geopolitical Fragmentation and International Markets
- Emerging Markets: Political Risks and Economic Opportunities
- Trade Wars, Tariffs, and Global Supply Chains

PROGRAMAS

Three-Sentence Essence

Willis Sparks helps business leaders and investors understand how geopolitics shapes the global economy and financial markets. As Director of Global Macro at Eurasia Group, he translates international political developments into strategic insights about risks and opportunities. His presentations equip audiences with a clearer perspective on an increasingly fragmented and unpredictable world.

THE NEW WORLD ORDER

Geopolitical Risks and Opportunities in a Fragmented World

The international order is undergoing a profound transformation. Competition among major powers, regional conflicts, economic nationalism, and shifting alliances are reshaping the global business environment.

In this keynote, Willis Sparks examines the geopolitical forces driving these changes and explains their implications for companies, investors, and governments.

From US-China competition to instability in emerging markets, he explores the political developments most likely to influence global economic conditions.

Audiences gain a clearer understanding of the changing international landscape and the strategic questions organizations must consider when navigating uncertainty.

GEOPOLITICS AND GLOBAL MARKETS

How Political Decisions Shape Economic and Investment Opportunities

Politics increasingly influences financial markets, international investment, and corporate performance.

Trade restrictions, geopolitical conflicts, regulatory changes, and foreign policy decisions can alter the outlook for entire industries and economies.

Willis Sparks explains how political risk becomes financial risk and why investors and business leaders must incorporate geopolitical analysis into their decision-making.

Drawing on his experience at Eurasia Group, he identifies the major political forces influencing global markets and explores how organizations can improve their ability to anticipate disruption, evaluate scenarios, and recognize emerging opportunities.

THE UNITED STATES, CHINA, AND THE FUTURE OF GLOBALIZATION

The Economic Consequences of Great-Power Competition

The relationship between the United States and China is one of the defining forces shaping the international economy.

Competition over technology, trade, investment, security, and global influence is transforming the environment in which companies operate.

In this keynote, Willis Sparks examines the political dynamics driving US-China relations and their implications for international business.

He explores how strategic competition influences global supply chains, emerging markets, industrial policy, and investment decisions.

Particular attention can be given to the opportunities and challenges facing Latin America as companies reconsider their international operations and economic relationships.

THE GLOBAL RISK OUTLOOK

What Business Leaders and Investors Need to Watch Next

Which geopolitical developments deserve the greatest attention from business leaders and investors?

Willis Sparks offers a forward-looking assessment of the international political environment, identifying the major sources of uncertainty and the forces that could reshape global markets.

Drawing on Eurasia Group's geopolitical analysis, he examines developments involving major powers, international conflicts, emerging markets, and US foreign policy.

Rather than simply reviewing the news, Sparks helps audiences distinguish between temporary political turbulence and structural changes with lasting business implications.

This keynote can be customized to the regions, industries, and strategic priorities most relevant to each audience.

CONDICIONES

- **Travels from:** New York, USA
- **Fee Range:** Please Inquire