

SPEAKER KIT

Ruben Horbach

Technology researcher and keynote speaker. Everything you need to announce him, plan the session and put him on stage.

For: organisers and programme committees

From: Back From the Future

Contact: marty@backfromthefuture.nl

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About Ruben

Two bios, ready to paste. The short one for a programme or announcement, the long one for a website or press release.

250+

keynotes delivered

50,000+

people inspired

9.2/10

average rating

NL & EN

presents in both
languages

Short bio (±50 words)

Ruben Horbach is a technology researcher and keynote speaker. He helps leaders make sense of rapid, AI-driven change and turn it into strategic advantage. He researches converging technologies, works with Europol and the Dutch Police on AI and security, and has delivered over 250 keynotes at home and abroad.

Long bio (±150 words)

Ruben Horbach is a technology researcher and keynote speaker. He helps leaders make sense of rapid, AI-driven change and turn it into strategic advantage with tangible impact.

His work sits at the intersection of artificial intelligence, geopolitics, organisational change and trust. Rather than isolated tools or trends, he shows how converging technologies reshape power, work, institutions and society, and what responsible leadership means in that context.

With over fifteen years at the intersection of technology and strategy, he has led international innovation labs in London and New York, and worked with organisations in complex and regulated environments. Through his advisory practice Back From the Future he translates technological insight into strategic direction and responsible adoption. As a subject-matter expert he contributes to international discussions on AI and security, including for Europol and the European Commission.

His keynotes are known for clarity, energy and strategic depth.

The keynotes

Three keynotes of 30 to 60 minutes. Each talk is researched and tailored to the audience and sector beforehand.

AI: Yesterday, Today, Tomorrow

30-60 MIN · ALL LEVELS

AI is not a single breakthrough but the next digital shift: comparable to the PC, the web and the smartphone, only faster and across every layer at once. Ruben connects the major waves, from generative models to agents, world models and physical AI, with the choices organisations face now.

He covers the AI race between the US and China, Europe's position, and why access to data, compute and energy is becoming the next strategic line of defence. Audiences leave with shared language and a sharper sense of what is near-term versus speculative.

AI Adoption: The Human Side

30-60 MIN · LEADERS AND TEAMS

AI adoption is rarely a technical problem. It is a human one. This keynote shows why organisations stall between experiment and real impact, even when the tools have long been available.

Ruben connects the development of AI to the reality on the work floor: shifting roles, deciding under uncertainty, trust and ownership. Drawing on the work at Back From the Future, he shows what responsible adoption looks like, how to build trust instead of resistance, and how AI becomes part of daily work.

The Dark Side of AI: Security, Trust & Truth

30-60 MIN · LEADERSHIP AND SECURITY

Deepfakes, disinformation at scale, identity fraud and system manipulation are no longer theoretical risks. They are operational. Drawing on his work with the Dutch Police and as a subject-matter expert for Europol EMPACT, Ruben gives a clear-eyed view of what is changing.

He covers geopolitical asymmetry, borderless AI systems and uneven enforcement, and why detection alone is not enough. Audiences gain insight into how trust erodes, how institutions shift from fighting incidents to protecting legitimacy, and what governance determines in that.

Also possible: a half-day Strategic Foresight session in which the leadership team works with scenarios across two time horizons. Not a keynote but a working session, composed together.

Practical

What we need, and what you can expect from us.

Language	Dutch or English	Presents effortlessly in both.
Length	30 to 60 minutes	Longer or a half-day is possible, in consultation.
Room	Any size	From boardroom to conference hall.
Tech	16:9 · HDMI · sound	Video-rich deck, so sound matters. A confidence monitor is welcome, not required.
Base	The Netherlands	Travels through Europe regularly.
Lead time	4 weeks or more	Enough time to research the sector properly. Short notice? Send an email, sometimes it works.
Fee	On request	Depends on format, location and preparation.

Introduction for the moderator

About thirty seconds. Feel free to adapt it to the tone of your event.

Our next speaker researches where technology is heading for a living. Ruben Horbach is a technology researcher and keynote speaker, founder of Back From the Future, and works as a subject-matter expert with Europol and the Dutch Police on the security side of AI. He has delivered over 250 keynotes, from boardrooms to international conferences. Today he takes us through what AI can already do, and what that means for our work. Please welcome Ruben Horbach.

Photos

Portraits and stage photos in high resolution. Click a photo to download it, or go to backfromthefuture.nl/en/keynotes/speaker-kit.

Portraits



2400 × 1600 · [download ↓](#)



2048 × 1365 · [download ↓](#)



1170 × 1624 · [download ↓](#)



1170 × 1710 · [download ↓](#)



900 × 675 · [download ↓](#)

On stage



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Booking

Email marty@backfromthefuture.nl or book an intro call at backfromthefuture.nl/en/contact. We reply within three working days.