

Jonar Nader

Technologist, Futurist, Social Commentator & Author

Founder of Logictivity, a boutique consulting firm that specialises in harnessing personal and corporate excellence, Jonar Nader brings the latest innovative ideas via thought-provoking lectures, powerful presentations, and engaging workshops.



Jonar has 45 years of business experience and founded Logictivity where he has been Chairman for 25 years. He now consults with corporations and governments across the globe.

Previously, Jonar was IBM's E-business Software Manager where he worked with the IBM Olympic Committee, and was IBM's lecturer for super-computing (High Technology) and deep-computing (Artificial Intelligence). Previous roles at IBM included Network Computing Manager and Consumer Manager for all of Asia Pacific South.

He held senior marketing positions at Compaq/HP, including Manager of Communications; Distribution; Education; & Retail. Jonar also worked for Myer and was their youngest manager.

Jonar is the author of 'Prentice Hall's Illustrated Dictionary of Computing'. He is the technology writer for 'Butterworths Legal Dictionary', and the 'Student's Legal Dictionary'. He serves as an expert witness to the legal profession. He is a television and radio presenter who has conducted thousands of broadcasts internationally. He was the co-founder of the Australian Information Technology Society, where he served for six years.

He has written and edited a range of international fashion, art, and advertising magazines, as well as Formula One racing magazines.

He is a photographer, photo stylist, painter and 3D animator and also a music director, editor, and producer.

Jonar has served as a Director of The Australian Centre for Languages and as a Director of The Sydney College of Divinity. His other books include 'How to Lose Friends and Infuriate Your Boss', following the release of 'How to Lose Friends and Infuriate People' and 'How to Lose Friends and Infuriate Thinkers'. His latest bestseller is 'How to Lose Friends and Infuriate Lovers'. Jonar will soon release 'How to Lose Friends and Infuriate Competitors'. His first suspense thriller is called 'Z' which focussed on tri-technology terrorism. His books are translated into several languages and sold globally.

For 39 years, Jonar has conducted courses and presentations on innovation, leadership, management, staff engagement, corporate culture, thinking skills, teamwork, advertising, terrorism, and politics. He taught at the Australian Institute of Management & the Institute of Technical & Further Education & guest-lectured at many universities.

He co-founded the New Leaders' Forum, funded by Johnson & Johnson, McKinsey & Co, & Qantas. He was a Founding Member of the New Leaders' Foundation whose lectures were held at the Royal Military College & The University of New South Wales (UNSW), and across Asia.

Jonar advises many chairpersons & CEOs at the board level & he assists senior executives when they need professional, personal, market, or management advice. He was an Expert Educator for The CEO Institute and was a Chair at the 2020 Exchange.

A versatile presenter who can captivate, inspire, challenge, shock, or disturb an audience of any size. Whether he is humorous or controversial, he delivers slick, tantalising, and thought-provoking messages that are met with rapturous applause.

Testimonials

“ An excellent presentation. Informative, full of commonsense and, most important, highly entertaining. As a result, we finished a very serious conference on an optimistic high note.

- **Cement and Concrete Association Of Australia**

“ Highly thought-provoking. Rated one of the best presentations in recent years. Thanks for giving us the opportunity to think outside the dots.

- **Association for Services Management**

“ Innovative, forward thinking, informative - highly intelligent, occasionally controversial, professional and always entertaining.

- **Australian Customer Service Association**

“ Jonar was great. One of the highlights of the conference.

- **Auto-IT Australia Pty Ltd**

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