

Mats Tunehag

Mats Tunehag is a speaker, writer and consultant from **Sweden** and has worked in more than half the countries of the world.

For over 20 years he has had a special focus on developing the **Business as Mission, BAM**; the concept as well as national, regional and global BAM initiatives.

In 2002 he initiated and co-led the first **Global Think Tank** on BAM, which produced the **Lausanne Paper on BAM** as well as the **BAM Manifesto** (2004). These have been translated into many languages and have become an often-used baseline for leaders in business, church, missions and academia around the world.

In 2011 he and Mrs. Jo Plummer developed another much bigger Global Think Tank on Business as Mission. The key objectives were to listen, learn and share as well as connect key BAM leaders from all continents. To that end over 30 national, regional and international working groups were developed. Some were focusing on BAM in and from a region, others on a particular theme or issue related to BAM.

This has resulted in the biggest global gathering and sharing of both intellectual and social capital that has ever taken place. 19 groundbreaking reports have been published so far, and more are in the pipeline.
www.BAMGlobal.org

These two global BAM think tanks have been instrumental in building a global BAM movement, establishing a shared vision, developing common values, and facilitating a global network of BAM practitioners and other key leaders in the overall BAM eco-system.

Tunehag was also the Convener of the Global Consultation on the Role of **Wealth Creation for Holistic Transformation** of People and Societies. Some tangible outcomes include seven cutting-edge papers, an educational video and the **Wealth Creation Manifesto**, available in more than a dozen languages. See <http://matstunehag.com/wealth-creation/>

Tunehag has served for many years as a senior leader on Business as Mission in both the **Lausanne Movement** and **World Evangelical Alliance**, and he lectures globally on Business as Mission.

His articles and papers on BAM are available in English and 18 other languages on www.MatsTunehag.com.

Tunehag also serves part-time with a **BAM global investment** fund that helps SMEs to grow in size and holistic impact in the Arab world and Asia, by providing financial, intellectual and human capital. www.transformationalsme.org

He helped launch and now serves as a Chairman of the **Freedom Business Alliance**. It is a global trade association that exists to help **freedom businesses** develop business solutions to human trafficking. www.FreedomBusinessAlliance.com

Tunehag also serves on several boards and steering committees of various business associations and market place initiatives around the world.

He served on the Global Council of **Advocates International** (2008 – 2014), a global network of 30 000 lawyers in over 120 countries. He has lectured for lawyers in Europe, Latin America and North America on Human Rights issues and lessons learned in building strategic and influential alliances shaping public opinion and legislation.

Tunehag wrote **editorials on international affairs** for ten years for a national newspaper in Sweden.

Mats is married to **Jennifer**, who founded and developed the **European Freedom Network**; today a network of over 220 faith-based NGOs from 40+ countries working to build a bridge to freedom across Europe. www.EuropeanFreedomNetwork.org

Jennifer was also an initiator and board member of the **Freedom Business Alliance**, and she was a key organizer of the first ever Freedom Business Forum, which was held in Chiang Mai, Thailand in August 2017. www.FreedomBusinessAlliance.com



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