

Nicolai Peitersen - Biography

Nicolai Peitersen is the founder and CEO of The Ethical Economy Ltd., the UK based company behind the first ever management system of ethics that quantifies ethical performance, enabling the management of corporate ethics on a real time basis. Ethical Economy represents a major paradigm shift that is doing to ethics what Edwards Deming did for quality – enabling you to improve proactively and constantly.



Peitersen is pioneering a more dynamic trend in social responsibility by combining it with algorithms and web 2.0 software and has helped many global businesses, institutional investors and organizations to subscribe to it. The aim is to create an ethical price index that is more indicative of the value of companies to all stakeholders than the current share price.

Previously, Peitersen worked for the Danish Central Bank directly under the Governor and the investment bank JP Morgan Chase, where his team was voted the best global research team by ‘Institutional Investor’. A published writer, Nicolai has written and contributed to a multitude of visionary papers, booklets and reviews. His latest work is co-authoring the forthcoming book “Ethical Economy” which will be published in the US by Columbia University Press this autumn. The book establishes an emerging new value logic in the economy.

Finally, Peitersen sits on the Advisory Boards of Ethical Markets (www.ethicalmarkets.com) in the US and is Member of the Finance Lab in the UK, established by the Institute of Chartered Accountants (www.icaew.com) and WWF (www.wwf.org).

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