



Peter Merry

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Profile

Peter Merry is currently co-founding CEO of Wyrd Experience and Wyrd Technologies. He is also co-founding Chief Innovation Officer at Ubiquity University and initiator of the Science and Consciousness conference at Broughton Sanctuary.

He has worked in many different sectors. He has facilitated Integral change processes in a multinational technology corporation, major airline and Dutch ministry, co-designed and facilitated a country-level leadership programme with the World Bank and advised on the development of a global problem-solving framework with key global stakeholders for maternal and newborn health. He is a recognised expert in the fields of sustainability, learning, transformation, leadership and organisation. He has published four books: *Evolutionary Leadership* (Dutch 2006, English 2009), *Why Work?* (2019), *Leading from the Field* (2020), *Volution* (2023) and *Whole Performers* (2026). He is a popular educator and public speaker.

Experience

Wisdom Council Member, Academy of the Free Mind - 2026-

Member of the Wisdom Council of the Academy of the Free Mind, connected to the Embassy of the Free Mind and Ritman Library in Amsterdam that houses over 30,000 esoteric books and images. Also working on a lecture series for the Academy.

Consultant World Bank UHC Project - 2026-

Co-designing and facilitating the leadership development stream of the Universal Health Coverage project with the World Bank and World Health Organisation. Participants include top civil servants from Ministries of Health and Finance.

Co-founder and CEO Wyrd Experience & Wyrd Technologies - 2021-Present

Experiences and Technologies built on 28 years of research at Princeton Engineering Anomalies Research labs that work with people's ability to influence otherwise random events non-locally and without physical contact.

Designer and Facilitator Accept & Proceed Strategic Retreat - 01.2022

Designing and facilitating a strategic retreat for top London-based creative studio Accept&Proceed to make their work more impact-driven.

Consultant World Bank Global Financing Facility - 2021-2024

Co-designing and leading the facilitation of the Country Leadership Program for Ministers of Health, top civil servants and representatives from the private sector, Civil Society Organizations and donors, focused on transformative leadership for systemic change for the health sector.

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Change Consultant, Broughton Hall Estate - 2020-Present

Supporting the leadership team in transforming from their traditional image and business to becoming a sanctuary for transformation, modelling sustainability and personal development to be fit for the future. Peter coaches the leadership team and leads an organisational development process towards agile governance.

Co-founding Chief Innovation Officer, Ubiquity University - 2012-Present

Leading the development of a new blended learning and social innovation platform with lifelong learning and academic programs for sustainability and integral practice. As CINO leading the development of the pedagogy and products to develop the competencies of creativity, collaboration and complex problem-solving identified by the IBM CEO survey to deal with hyper-complexity.

Speaker and event facilitator, Saxion Hogescholen - 2014-2015

Spoke at and facilitated a number of events for Saxion on innovation in higher education in the context of a rapidly changing world.

Consultant and facilitator, Sustainability Strategy, IPMMC (BAM group) – 2012-2013

Advising and supporting the company and their leadership team in the development of a strategy for sustainable commercial real estate.

Founder and Director, Center for Human Emergence Netherlands – 2005-2012

Initiating and leading a social enterprise designed to support individuals, communities and organisations in the development of Integral thinking and practice across sectors.

Consultant and facilitator, Sustainability Strategy, Nutreco – 2009-2010

Advising and supporting the company and their leadership team in the development of a strategy for sustainable food chains.

Consultant, Trainer, Coach, Dutch Ministry of Housing, Spatial Planning and Environment; The Hague, Netherlands – 2007-2010

Supporting cultural transformation in the Ministry, coaching project team leader and her team, training interim managers in Spiral Dynamics Integral and whole systems change.

Co-designer, 2020 Climate Leadership Campaign – 2008-2009

Contributing to the design and facilitation of international events for the 2020 Climate Leadership Campaign in 2009 with the State of the World Forum, including facilitating the launch event in Belo Horizonte, Brazil, in August 2009.

Consultant and facilitator, IUCN Leaders for Nature program - 2009

Supporting the development and implementation of a business sector initiative for sustainability

Consultant, Dutch Cabinet's Sustainable Development Strategy - 2009

Government initiative to implement sustainability strategy

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Consultant, Government-wide Sustainable Business Practice - 2009

Supporting a Dutch cross-ministry program for sustainability

Lead Designer and Facilitator, Sustainability Innovation Lab, Shell - 2008

Designing and facilitating a sustainability innovation lab for Shell's Coal-Based Methane program, using Theory U and a learning journey.

Consultant and Trainer, IBM BeNeLux; Amsterdam, Netherlands - 2004-2008

Whole systems change project with Business Continuity & Resiliency Unit; consultancy and training in U-Process transformation for BeNeLux Cultural Change team.

Consultant and Trainer, KLM; Schiphol, Netherlands - 2006-2007

Consulting and supporting the Management Team of the Engineering and Maintenance Division; Developing a next generation of Six Sigma to include integral organisational transformation and training Black Belt team.

Consultant, Malaria No More (NL & Europe); Loenen, Netherlands - 2006-2007

Integral expert and U-Process designer and facilitator for NGOs (including Directors of Red Cross, UNICEF and Flying Doctors) and businesses in Corporate Social Responsibility.

Lead Trainer, Spiral Dynamics Integral certification; Netherlands - 2004-2007

Responsible directly to Dr Don Beck for the implementation and quality of Spiral Dynamics Integral certification training in the Netherlands.

Publications

Lead Author, *Whole Performers* (2026)

A book for businesses, describing the shift from High Performers to Whole Performers, using Spiral Dynamics to describe the developmental psychology pathway.

Author, *Volution* (2023), Ubiquity University Publishing

A book presenting a new philosophical argument for the trans-linear nature of reality and exploring how the full spectrum of consciousness can be applied in our practices today.

Author, *Leading from the Field* (2020), Amaranth Publishers

A book presenting twelve core principles for ensuring performance, coherence and agility in organisations. It draws on the latest research in quantum science and consciousness.

Author, *Why Work?* (2019), Amaranth Publishers

A book building on MSc thesis exploring the nature of work and what would need to change in local and global economies to value life-affirming activity.

Presenter, *Forged from the Future* (2018), TEDx talk

A talk on the state of the world and how to redefine learning and education in that context (https://youtu.be/p5nFjFbiP_8).

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Author, *Evolutionary Leadership* (2006), Integral Books

A book integrating Integral Theory, Spiral Dynamics, Theory U and other approaches to leading change towards sustainability.

Contributor, *The Future of Western Civilization* (2014), Nicholas Beecroft

A chapter on Evolutionary Leadership.

Contributor, *Sustainable Development Drivers* (2012), Edward Elgar Publishing

The contributors, leading experts in the field, identify and analyze the sustainability attitudes of key actors in government, corporate and NGO leadership that have shaped sustainable development history.

Contributor, *Bloeil Werken aan Geluk in Organisaties* (2012), Asoka

An article to this Dutch-language publication on the role of pain in evolutionary leadership in organisations.

Contributor, *INTERconnections Journal* (2012), Anglia Ruskin University

An article on the key qualities of evolutionary leadership needed at this time.

Contributor, *Sustainable Development Drivers: The Role of Leadership in Government, Business & NGO Performance* (2012), Edward Elgar

A chapter on the experience of the Center for Human Emergence Netherlands

Education and Training

Ubiquity University Wisdom School - PhD, 2012

University of Edinburgh - Masters of Science in Human Ecology (Commendation), 1996

University of Nanterre, Paris - Masters of Arts in Theatre Studies, 1993

University of Exeter - Bachelor of Arts, Combined Honours in French and German (Commendation), 1992

ECOintention (energetic balancing for organisations and large systems), Center for ECOintention, 2008-2012

Holacracy (Dynamic steering for organisations), HolacracyOne, 2009

Cultural Transformation Tools (Level 1), Richard Barrett Associates, 2006

Integral Organisational Leadership, Integral Institute, 2005

Spiral Dynamics Integral (Levels 1,2,3), National Values Center (Dr Don Beck), 2000-2001