



Shahar Silbershatz

Co-founder and CEO
Caliber

As CEO and co-founder of **Caliber**, the Copenhagen-based **stakeholder intelligence platform**, Shahar helps organizations build stronger, more trusted relationships with the people who shape their success.

Under his leadership, Caliber has become the world's leading platform for measuring and understanding what stakeholders think, say, and do — empowering businesses to make better decisions through better data.

Shahar holds an MBA from Columbia Business School and brings more than 20 years of experience from leading consultancies in New York, London, and Copenhagen, where he advised many of the world's largest companies on marketing, communications, business strategy, and stakeholder relations.

As a frequent speaker, writer, and educator, Shahar has shared his insights on brand, reputation, and stakeholder intelligence to outlets such as *CNBC*, *CNN*, the *Financial Times*, *Fortune*, and *Reuters*. He teaches a course on brand and reputation management as part of the executive MBA program at Quadriga University in Berlin.

Publications by Shahar Silbershatz

Articles

- [Living Costs Are the Top Pain Point Globally—and an Opportunity for Businesses](#)
12 December, 2025
- [To Build Brand Reputation, Focus on Quality, Ads, and Word of Mouth](#)
27 March, 2025

Essays

- [Among the US Public, Positive Reactions to DEI Changes Outweigh Negative Ones](#)
16 June, 2025

Quick Takes

- [Tariffs Raise US Consumer Focus on Price, but “Made in USA” Can Still Matter](#)
16 October, 2025
- [Purpose Shapes Corporate Reputation More Than Innovation Does](#)
29 August, 2024

Reports

- [Affordability, AI, and Health: What Consumers Expect from Business Now](#)
03 March, 2026