



# Duncan Wardle

Vice President, Creative Inc. Walt Disney



## CSA CELEBRITY SPEAKERS

Duncan Wardle has worked for the Walt Disney Company for over 25 years, most recently as Vice President of Innovation & Creativity. The innovation catalysts are engaged by Disney Parks, ESPN, ABC, Pixar, Marvel and the Disney Studios, leveraging a unique design thinking process to increase the capacity for innovative and creative thinking, capturing unlikely connections that deliver unique insights, sparking revolutionary new ideas.

**"It's about creating better ideas faster and enjoying the process along the way"**

### In detail

Duncan graduated from Edinburgh Napier University in 1986 and began his career with Disney. Prior to heading up the Innovation & Creativity team, Duncan was Vice President of Global PR and has served Disney in an executive capacity in London, Paris, Hong Kong, Mumbai, Los Angeles and most recently Shanghai.

### What he offers you

Thinking Differently - Do you ever wonder why most of your best ideas come to you in the shower? Have you ever wanted to be faster and more nimble to market? Or wondered how Walt Disney came up with the idea of Disneyland or how Pixar comes up with the ideas for so many of their movies? Or perhaps found yourself amazed at how some companies develop killer insights that enable them to break into major new categories. Building on over 25 years of experience with the Walt Disney Co. Duncan creates an immersive, engaging forum that will not only answer these questions but leave you with the tools to take on your challenges in new and different ways that deliver tangible results.

### How he presents

Acknowledging the three preferred learning styles: auditory, visual and kinesthetic, Duncan fully immerses the audience in a participatory workshop/forum to ensure they take away real tools they can use. He also does keynotes and is a very engaging, entertaining and motivational speaker.

### Languages

He presents in English.

### Want to know more?

Give us a call or send us an e-mail to find out exactly what he could bring to your event.

### How to book him?

Simply phone or e-mail us.



Video

### Topics

Creativity & Innovation  
Creating Cultural Change  
Thinking Differently  
Insights for Innovation  
Audacious PR Campaigns  
Change Management