



## Rowan Gibson

Best-selling Author, Global Business Strategist and Expert on Business Innovation



### CSA CELEBRITY SPEAKERS

Rowan Gibson, an international best-selling author, is widely recognised as one of the world's foremost thought leaders on business strategy and innovation. The media have labelled him "Mr. Innovation", "the Innovation Grandmaster", "the W. Edwards Deming of innovation" and "a guru among the gurus".

**"The media labelled him 'The Innovation Grandmaster'"**

#### In detail

In just the last five years alone, Rowan has delivered his keynote speeches, innovation masterclasses and public seminars in 60 countries around the world. Over the last two decades, he has addressed some of the world's largest and most successful companies, including Accenture, Apple, British Telecom, Coca-Cola, Credit Suisse, IBM, Microsoft, Royal Bank of Scotland, Siemens, Steelcase, Telefonica and Volkswagen. In his book, 'Innovation to the Core', Rowan explained how to build and sustain a deep, company-wide innovation capability that drives continual growth and strategic renewal. In his latest book 'The Four Lenses of Innovation' he provides a practical tool for radical business creativity.

#### What he offers you

Rowan's big-picture insights, compelling observations, fresh business thinking and upbeat presentation style have impressed a wide range of audiences all over the world. In his presentations, he shows audiences how to seize new growth opportunities, create new markets and even transform entire industries by recalibrating their management systems around the paradigm of innovation.

#### How he presents

Rowan's keynote speeches, executive sessions, and innovation masterclasses are always tailor-made to fit each audience, industry sector and event format. Rowan endeavours, wherever possible, to use business cases and examples that are relevant to the specific audience. He designs very graphic Powerpoint slides - each typically features just one powerful image and a single statement - which makes his presentations extremely dynamic, and he is constantly updating his slides with cutting-edge material and up-to-the-minute business news.

#### Topics

Innovation  
Strategy  
Re-thinking the Future  
Business Model Reinvention  
Driving Growth and Renewal

## 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, fax or e-mail us.



Video

## Publications

### 2015

The Four Lenses of Innovation

### 2008

Innovation to the Core (Co-authored with Peter Skarzynski)

### 1996

Rethinking the Future



Rowan is an excellent communicator - with a perfect knowledge of his subject. The audience went away eager to implement his ideas - Business Software Solutions

