



## Rowan Gibson

**Global Business Strategist & Expert on Business Innovation**

*"The maestro of business innovation" Forbes*

Rowan Gibson is widely acknowledged for his expertise in business strategy and innovation, making him a vital resource for major global organisations who often refer to him as their "strategic secret weapon" and "innovation catalyst".

### TOPICS:

- Innovation
- Strategy
- Re-thinking the Future
- Business Model Reinvention
- AI Enabled Innovation
- Building a Deep Capability for Innovation
- Creative Leadership
- Reinventing Success for a New Competitive Era

### LANGUAGES:

He presents in English.

### PUBLICATIONS:

- 2015** The Four Lenses of Innovation
- 2008** Innovation to the Core (Co-authored with Peter Skarzynski)
- 1996** Rethinking the Future

### IN DETAIL:

Rowan is President of Imagination Bridge, a leading global consulting firm in the field of strategic innovation. He is also a top public speaker and executive educator, having delivered his keynote speeches and multi-day masterclasses in 64 countries across the globe. He was the originator of the term "Innovation Excellence" and is widely known today as the father of The 4 Lenses of Innovation systematic ideation methodology. Rowan has authored dozens of business articles, columns and blogs which have been read all around the globe. The media have labelled him "Mr. Innovation", "the Innovation Grandmaster", "the W. Edwards Deming of innovation", "an innovation management ninja" and "a guru among the gurus".

### WHAT HE OFFERS YOU:

Rowan offers audiences his experience and insights on 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 big-picture insights, compelling observations, fresh business thinking, and upbeat presentation style have impressed a wide range of audiences all over the world. His keynote speeches, executive sessions, and innovation masterclasses are tailored to fit each audience, industry sector and event format.