



## **Rowan Gibson**

**Global business strategist, bestselling author and expert on radical innovation**

According to Forbes, Rowan Gibson is “one of the most recognized thought leaders in business” and “the maestro of business innovation”. He has been a “strategic secret weapon” and change catalyst for a long list of Fortune 500 companies and is a top keynote speaker and management educator in 64 countries across the globe. He is the internationally bestselling author of 3 major books, which have been published in 25 languages, and a trusted strategic adviser to both the private and public sector all over the world. In 2015 Rowan received the prestigious “Global Leader of Innovation” award for his significant contribution to the field of innovation strategy. He was also nominated and shortlisted for the 2015 Thinkers50 Innovation Award.

## **Rowan's biography**

### **Rowan Gibson's background**

He is the internationally bestselling author of 3 major books, which have been published in 25 languages, and a trusted strategic adviser to both the private and public sector all over the world. In 2015 Rowan received the prestigious “Global Leader of Innovation” award for his significant contribution to the field of innovation strategy. He was also nominated and shortlisted for the 2015 Thinkers50 Innovation Award. Rowan has worked with a long list of major organizations, including Apple, Barclays, BASF, Bayer, British Telecom, Carlsberg, Coca-Cola, Credit Suisse, Dell Technologies, Dow Chemicals, Foxconn, Generali Group, Haier, HarleyDavidson, Heineken, Heinz, Hershey's, Hugo Boss, IBM, Johnson & Johnson, KIA Motors, Levi Strauss, Lockheed Martin, Mars, McCain Foods, Microsoft, Philips, P&G, Roche, Siemens, Steelcase, Swarovski, Toyota, Telefonica, Volkswagen, Volvo, and many others. His strategic advice has helped these companies seize valuable new growth opportunities and even reinvent whole businesses by making innovation and transformation happen. Rowan is one of the world's most in-demand public speakers. He has delivered his keynote speeches,

public seminars, and multi-day masterclasses in 64 countries. He is also a prolific writer. He is the internationally bestselling author of three major books on business strategy, innovation, and transformation: – Rethinking The Future (1996), Innovation to the Core (2008) and The Four Lenses of Innovation (2015) – which have been published to date in 25 languages. His seminal book Innovation to the Core (Harvard Business School Press 2008), explained – for the first time – how to build and sustain a deep, company-wide capability for strategy innovation that drives continual growth and transformation. Rowan’s latest book The Four Lenses of Innovation: A Power Tool for Creative Thinking (Wiley 2015) provides today’s companies with a revolutionary methodology for infusing radical business creativity into their organizations.

In addition to his bestselling books, Rowan has authored dozens of business articles, columns and blogs which have been read all around the globe. He has been interviewed frequently on television and radio, as well as online and in the international press. His media appearances include Forbes, CNN, Sky News, BusinessWeek, Harvard Business Review, Inc. Magazine, and BBC World Service. The media have labeled him “Mr. [Innovation](#)”, “the Innovation Grandmaster”, “the W. Edwards Deming of innovation”, “an innovation management ninja” and “a guru among the gurus”.

Rowan Gibson is President of Imagination Bridge, a global consulting firm in the field of strategy innovation and [digital transformation](#). Over the last two decades, his global clients have included some of the world’s largest and most successful companies. Rowan has lived and worked in various countries over the last twenty years and speaks three languages fluently. Today, he divides his time between the USA, Latin America, Europe and Asia, focusing on writing, public speaking and consulting activities.

Speakers Associates Ltd | +44 (0)1628 636600 | [info@speakersassociates.com](mailto:info@speakersassociates.com) | [www.speakersassociates.com](http://www.speakersassociates.com)