



AREAS OF EXPERTISE

Keynote Presentations

Workshop Delivery &
Facilitation

Training Rollout &
Implementation

Product Management

Business Model
Innovation

NOTABLE CLIENTS

Johnson & Johnson

 **United
Technologies**

 **Medtronic**

 **AT&T**

 **Stanford
University**

unicef 

 **General
Electric**

 **CISCO**

CATERPILLAR

Coca-Cola

// CURTIS LEFRANDT

CO-AUTHOR & FOUNDER OF INNOVATOR'S DNA

Chief Executive Officer & Co-Founder

Curtis Lefrandt is the CEO and Co-founder of the Innovator's DNA consultancy (iDNA). Over the last two decades, he and his colleagues have had the opportunity to both study and work alongside the world's most innovative organizations including as Amazon, Tesla, Johnson & Johnson, Caterpillar, and United Technologies. He and his team have published three best-selling books, *The Innovator's DNA*, *The Innovator's Method*, and, most recently, *Innovation Capital*, all published in partnership with Harvard Business Review Press. Together they also annually produce the World's Most Innovative Companies and the World's Most Innovative Leaders Lists featured in Forbes Magazine. With this deep expertise, Curtis is a frequent keynote speaker, facilitator, and advisor for a range of industries and Fortune 500 organizations on building a culture and capability of innovation.

Innovation Management Consultant & Entrepreneur

Prior to iDNA, Lefrandt worked as a consultant at Innosight, in venture capital investing, and as part of the iPod team at Apple. He also teaches innovation and entrepreneurship at Brigham Young University and is a co-author of the forthcoming book, *Innovation Capital*. In his free time, Curtis loves surfing and spending time with his wife and four children.

LinkedIn Profile

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