

# Robert B. Tucker

*Companies that master Systematic Innovation will inherit the future ... and here's the expert to help them in accelerating ideas to market*

## Testimonials

"Excellent presentation ... helpful insights for all of us to take back to our workaway world and use."

—J. D. Borowski, Divisional Vice President, 3M

"You were definitely the speaker we [wanted] for our Leadership Forum ... extremely well received by our CEO guests who were completely engaged the entire time you were speaking ... your presentation was the most dynamic and interesting."

—Edgardo Tettamanti, SVP, Marketing Latin America, MasterCard Worldwide

"The talk show you hosted has been the talk of the town ... [you] added tremendously to the success of [our] event."

—Jane Peverett, President & CEO, Union Gas Toronto

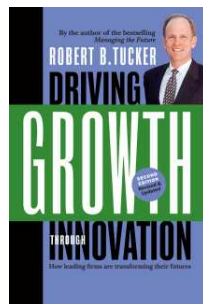
"You really lit up the crowd. Judging by all the buzz at the conference, you sparked a lot of thoughts on building our innovation culture. You proved to be the perfect kickoff speaker ..."

—David Anderson, Chevron Information Technology Company

"Your message and the ideas you shared were right on target ... You really made people think about the impact they can have on our business."

—Scott A. Dougall, General Manager, Technical Support, Americas, IBM Global Services

Robert B. Tucker is the president of The Innovation Resource and an internationally recognized leader in the field of innovation. His consultancy, TIR, is clearly focused on assisting companies that seek to improve top and bottom line performance through systematic innovation.



As one of the leaders in the growing Innovation Movement, Tucker is a frequent contributor to publications such as the *Journal of Business Strategy*, *Strategy & Leadership*, and *Harvard Management Update*. He has appeared on PBS, CBS News, and was a featured guest on CNBC's *The Business of Innovation*. In 1986, he co-authored the book *Winning the Innovation Game*, which was based on interviews with 50 leading innovators. Since then, Robert has written two more popular books. The bestseller, *Managing the Future: 10 Driving Forces of Change for the New Century*, has been translated into

13 languages. More recently, *Driving Growth through Innovation* describes the emerging best practices of 23 innovation vanguard companies (the revised edition was released in 2008).

A former adjunct professor at the University of California, Los Angeles, Robert is a sought after speaker at conventions, company meetings, and industry conferences. His client list includes over 200 of the Fortune 500, as well as firms around the globe.

Robert customizes each presentation to the strategic goals of the audience. His most popular keynotes are:

- ◆ **Driving Growth through Innovation: How Leading Firms are Transforming Their Futures:** In this dynamic presentation, Robert takes audiences behind the scenes in 23 Innovation Vanguard companies to learn their secrets for building innovation into a powerful source of growth, profits and competitive advantage. And you'll discover unconventional methods to turn innovation into a systematic, imbedded process in your organization.
- ◆ **Innovative Thinking:** Desire an uplifting, entertaining, interactive session? This is it. Based on Robert's interviews with over 50 leading innovators, this program gets the creative juices flowing. Your attendees will leave with eye-opening tools to dramatically improve thinking, decision-making and problem-solving.
- ◆ **The Intelligent Talk Show:** To spice up a routine, humdrum meeting, you need a new, exciting format—let Robert host a 'live show' at your next event. Focusing on tough issues in your industry or organization, Robert will work with panelists you select, and with his signature skill, energy, humor, and professionalism, create a program that entertains, energizes, and enlightens.



## ESPARZA SPEAKERS

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