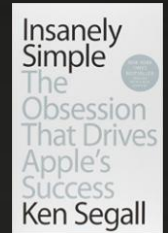




KEN SEGALL
TRUTH, JUSTICE
& SIMPLICITY

iMac ● iPod
iBook | iLife
iPhoto | iPhone
iMovie | iPad



KEN SEGALL

Former Apple Ad Consultant
Creator of the name iMac



Ken Segall is an advertising executive and the man who put the 'i' in iPad. He worked side-by-side with Steve Jobs for 12 years as the advertising creative director of both NeXT and Apple. Segall was instrumental in seeing Apple grow from near bankruptcy to become the world's most valuable company. Currently, Segall does creative work, branding and product naming for major brands, and regularly blogs about technology and marketing.

To Steve Jobs, 'simplicity' wasn't just a design principle. It was a religion and a weapon. The obsession with simplicity is what separates Apple from other technology companies. It's what helped Apple recover from near-death in 1997 to become the most valuable company on Earth in 2011, and guides the way Apple is organized, how it designs products and how it connects with customers. It's by crushing the forces of complexity that the company remains on its stellar trajectory.





As Creative Director, Segall played a key role in Apple's resurrection, helping to create such critical ad-campaigns as 'Think Different' and coming up with the 'i' before Apple's key products. As an advertising executive by trade, Segall previously worked as a global creative director at Dell, IBM, Intel and BMW before joining Apple.

Able to eloquently speak about his career path following his education at Penn State University, Segall shows that he is no stranger to disappointment, and is living proof that one's career path can make unexpected turns. He also recounts his life at Apple, working with Steve Jobs and how he challenged everyone to think in the most simplistic terms on all aspects of business.

Often pushing the idea that one should follow their interests when choosing a career, presentations by Ken Segall are ideal for those feeling lost or confused about what they want to do with their life.

Keynote business presentations by Segall are as creative and inspired as the speaker himself. Travelling from the USA, he is sought-after across the globe for his witty yet clear, succinct and concise speeches where he reveals the key elements of simplicity that have driven Apple's success - which you can, and will, use to improve your own organization.

Topics

- ❖ The Power of Simple
- ❖ Inside Apple Advertising

