



GUY KAWASAKI

Founder and Managing Director of
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World leading expert on innovation



Guy Kawasaki is the author of *Enchantment: The Art of Changing Hearts, Minds, and Actions*. He is also the co-founder of *Alltop.com*, an online magazine rack of popular topics on the web, and a founding partner at Garage Technology Ventures. He is also a columnist for the Open Forum of American Express. Previously, he was the chief evangelist of Apple.

Mr. Kawasaki new book, *What the Plus! Google+ for the Rest of Us*, was released earlier this year. A product-oriented book, *What the Plus* teaches you how to get the most value and joy from Google+. In addition, Mr. Kawasaki is the author of nine other books, including *Reality Check*, *The Art of the Start*, *Rules for Revolutionaries*, *How to Drive Your Competition Crazy*, *Selling the Dream*, and *The Macintosh Way*.

Guy Kawasaki has a BA from Stanford University and an MBA from UCLA as well as an honorary doctorate from Babson College.





Of his time with Apple Computer Inc., Mr. Kawasaki says, When I saw what a Macintosh could do, the clouds parted and the angels started singing. For four years I evangelized Macintosh to software and hardware developers and led the charge against worldwide domination by IBM. I also met my wife Beth at Apple during this timeframe-Apple has been very good to me. Around 1987, my job with Apple was done. Macintosh had plenty of software by then, so I left to start a Macintosh database company called ACIUS. It published a product called 4th Dimension. I did this for two years and then left to pursue my bliss of writing, speaking, and consulting.

Mr. Kawasaki's in-depth knowledge of the high-tech industry combined with his years of management experience enables him to address a wide range of audiences. His particular strength is the ability to quickly understand diverse industries and incorporate his pre-existing knowledge into a highly relevant and customized speech. He routinely gets rave reviews from clients including trade associations, packaged goods companies, service providers, insurance companies, educational institutions, and technology companies. He has spoken for organizations including Nike, Audi, Wal-Mart, Sprint, Hewlett-Packard, IBM, Saturn, Stanford University, TIE, Calgary Flames, The Body Shop, MIT, Forbes, and Aveda.

Guy Kawasaki is highly flexible and is willing to create a speech that is tailor-made for any audience.

Topics

- ❖ 'The Art of the Start': Start-up Secrets
- ❖ **Innovation Lessons Keynote Shares Apple's Success Secrets**
- ❖ The Art of Pitching
- ❖ **Optimizing for Success**
- ❖ The Art of Enchantment
- ❖ **Innovation and Creativity**

