



# Amy J. Radin

## Offering Leaders a Proven Path for Delivering Innovation

- ✔ Chief Marketing and Innovation Officer in complex, demanding companies
- ✔ Go-to adviser for leaders from startups to top brands on achieving growth through innovation
- ✔ Author of the award-winning *The Change Maker's Playbook: How to Seek, Seed and Scale Innovation in Any Company*

### Biography

**Amy J. Radin** is a seasoned leader and innovation operator, with significant C-Suite experience in complex, financially driven companies. She was Citi's first Chief Innovation Officer, and a senior leader at American Express and AXA.

Today Amy is an adviser, speaker and author, working with executives, senior leaders and boards to deliver growth through innovation. She works with both established businesses and select early stage start-ups. Her pragmatic, disciplined approach begins with helping leaders pinpoint high-potential unmet market needs, and from there provides a proven framework for "what to do next" and how to lead through the inevitable, daily challenges any stage organization will face in pursuit and development of innovation.

Amy has been featured in numerous business publications including Forbes, Chief Executive, SmartBrief and SHRM, and on many innovation-focused podcasts. She is the author of the award winning *The Change Maker's Playbook: How to Seek, Seed and Scale Innovation In Any Company* (City Point Press, Fall 2018).

*"Amy has fought many innovation battles on the front lines. Her stories bring to life the importance of not accepting traditional organizational push-back and how bravery and persistence really make innovation come alive. Amy kept the audience fully engaged and furiously scribbling notes."*

Daniel Seewald, Global Team Lead, Worldwide Innovation at Pfizer

### Audiences

- Leaders under pressure to achieve growth through innovation
- Marketing, Innovation, or R&D leaders needing their next new growth opportunity
- Talent professionals charged with hiring and developing successful innovators
- Graduate business school and EMBA students and faculty
- Anyone charged with delivering on any phase of the innovation process

### Categories

- Business Growth
- Innovation
- Strategy
- Leadership
- Customer Experience
- Market Insight
- New Product Development
- Human Resource Management

### Keynote Speaking

**Leading Innovation:** Amy's signature keynote introduces the *Seek, Seed, Scale* innovation framework. Participants walk away knowing:

- How to identify market-driven, high-potential ideas
- The specific steps and tools that really matter to convert an idea into commercial reality
- How to lead effectively through the inevitable, daily obstacles that tend to derail or diminish innovation.

**Custom Innovation keynotes and workshops** can be developed and adapted to client and audience needs, including sector, function, and business priorities.

#### Ask about books for attendees.

Contact Amy for bulk orders: [amyradin.com/contact](http://amyradin.com/contact)

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