



Amy Radin

An uncommonly pragmatic innovator who equips and inspires leaders to create impact.

- ✓ *A Highly Experienced and Credible Digital, Marketing, and Innovation Expert*
- ✓ *A Go-to Advisor for Founders, Business Owners, and C-suite executives*
- ✓ *The Author of the award-winning The Change Maker's Playbook: How to Seek, Seed and Scale Innovation in Any Company*

About Amy

Amy Radin is a highly experienced, down-to-earth, visionary and pragmatic innovation expert. She has had the unique opportunity to lead from the C-suite of top brands, guide as a board member, and act as an advisor across diverse sectors for digital, marketing and innovation transformations at privately held middle-market businesses, high-growth startups and not-for-profits.

What sets Amy apart is her understanding of the reality of organizational culture and complexity, the role of the customer, and her realistic approach to what innovation success requires. She uniquely lays the path between market need and the internal mechanisms to deliver. She speaks in uncommonly pragmatic language and presents with candor and authenticity -- always leaving audiences with actionable and memorable insights they can apply immediately.

Amy has been featured in numerous business publications and podcasts including Forbes, Chief Executive, SmartBrief and SHRM. She is the author of *The Change Maker's Playbook: How to Seek, Seed and Scale Innovation in Any Company* (City Point Press), awarded the Book Excellence Award for Best Business Book of 2020.

Audiences

- Leaders faced with the imperative to deliver meaningful innovation for business growth and relevance
- Digital, Transformation, Marketing, Innovation and Product leaders seeking to adapt to a radically reshaped market
- Talent professionals charged with attracting and developing the next generation of leaders with a growth mindset and skillset
- Graduate schools of business and EMBA students and faculty seeking the perspective of a real-world innovation expert
- Women's executive groups

Categories

- Growth
- Innovation
- Strategy
- Leadership
- Customer Experience
- Marketing
- Customer Insight
- Product Development
- Talent Management
- Transformation
- Change

“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.”

Global Team Lead, Worldwide Innovation at Pfizer

Keynote Speaking

Audiences for Amy's keynotes will gain inspiration and immediately useful advice and tools strengthening their ability to innovate for meaningful impact under today's uncertain and ambiguous conditions.

Popular Keynotes, tailored to client needs, include:

- Leading Innovation
- What Startups and Big Companies Can Learn from Each Other
- On-stage fireside chats allowing for a wide range of topics and audience interaction

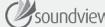
Also available:

- Panel design and facilitation
- Hands-on experiential half-day to two-day workshops
- Fully customized keynotes and workshop sessions can be developed to meet specific needs including sector, function, and business priorities

Ask about books for attendees.

Contact Amy for bulk orders: amyradin.com/contact

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