

# BIOGRAPHY



Susan Robertson empowers individuals, teams, and organizations to more nimbly adapt to change, by transforming thinking from “why we can’t” to “how might we?” She is an Innovation Strategist and creative thinking expert, with over 20 years of practical, hands-on leadership in the field.

As a lecturer on innovation and applied creativity at Harvard, she brings a scientific foundation

to the application of the development of human creativity. In the corporate sector, Susan’s practical approach to innovation has been embraced by dozens of the largest brands in the world including Georgia Pacific, Kellogg’s, PepsiCo, Clorox, Bank of America, Novartis, AstraZeneca, P&G, Wells Fargo, Marriott, Chase, and HGTV.

On stages around the globe, Susan inspires audiences to action as a highly sought-after keynote speaker. She delivers energizing and practical insights to fuel change, ignite progress, and drive meaningful impact. She helps audiences sharpen their creativity through rich storytelling, plenty of humor, and a commitment to elevating results.

Harvard Lecturer. Innovation thought leader. Consultant to world-leading companies. Performing Artist.

**Susan Robertson demystifies innovation.**

# SPEECH INTRODUCTION

**SUSAN ROBERTSON** empowers individuals, teams, and organizations to more nimbly adapt to change, by transforming thinking from “why we can’t” to “how might we?” She is an Innovation Strategist and creative thinking expert with over 20 years of experience coaching Fortune 500 companies. Prior to her consulting career, she managed new product and new business development for global companies including PepsiCo, Glaxo Smith Klein, Fruit of the Loom, and Hasbro Toys.

As an instructor on applied creativity at Harvard, Susan combines the neuroscience of creative thinking with a big dose of fun, to make the learning and behavior change really stick.