

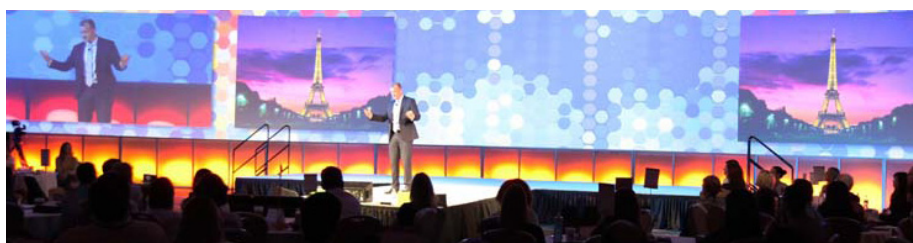
# Soren Kaplan

DISRUPTIVE INNOVATION, NEW BUSINESS MODELS,  
AND INNOVATION CULTURE

Keynote Speaker/Author



Soren Kaplan is a globally recognized keynote speaker, the author of the bestselling and award-winning books, *Leapfrogging* and *The Invisible Advantage*, a writer for *FastCompany*, an affiliated professor at the Center for Effective Organizations at USC's Marshall School of Business, and the Founder of InnovationPoint.



Soren fine-tunes his keynotes to his specific audience by emphasizing different types of innovation: products, services, processes, technology, business models, customer experience, and organizational culture. Unlike many traditional “speakers,” he also provides hands-on workshops and breakouts that translate his presentations into tangible actions plans.

Topics often include:

## Disruptive Innovation is Everyone's Business

In this high-energy and provocative keynote, Soren highlights the importance of disruptive innovation for leaders, organizations and business functions.

- Learn about the different types of innovation – from incremental to disruptive
- Obtain principles and practices for innovating products, services, process, and business models
- Gain insight from real-world trailblazers from across industries
- Instantly apply new knowledge to real business issues or opportunities



## “Clients Buzz about Soren”

“Soren nails down the often hidden success factors that lead to real, sustainable innovation.”

Alexis Edelstein  
Trade Marketing Innovation  
Red Bull



“Soren’s talk inspired our organization while providing both strategic and practical approaches for driving breakthroughs in the business and for our leadership.”

Teppo Paavola  
VP & Head of Global  
Business Development, PayPal



“Soren’s engaging keynote jump started our event and got the entire audience thinking about how we can transform the healthcare landscape.”

Eric Silfen, MD, SVP &  
Chief Medical Officer  
Philips Healthcare



“Dr. Kaplan offers what every organization needs to take innovation and performance to the next level.”

John S. Jordan, CAE, CEO  
Academy of Family Physicians



“Soren understood our audience and he made the topic of disruptive innovation accessible and inspirational.”

Mary Beth Robles  
VP, Innovation Capability & Systems  
Colgate-Palmolive



“Soren’s new spin on the popular topic of innovation kept the entire audience on the edge of their seats. His talk was amazing.”

Tatyana Kanzaveli  
Organizer, TEDx Silicon Valley



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## Your Invisible Advantage – How to Create a Culture of Innovation

Soren reveals the secrets for creating an organizational culture that drives continuous innovation.

- Learn how organizational culture impacts behavior and how it can be shaped to foster innovation
- Gain insight into the levers that influence culture, including leadership behavior, storytelling, metrics, rewards, and organizational structures and processes
- Obtain models and tools for transforming your organization's own culture
- Instantly apply new knowledge through interactive discussions



## Business Model Innovation

Soren reveals the future of business model innovation with a focus on the strategies and steps for identifying, developing, and driving innovative business models that generate new revenue streams, create competitive differentiation, and add a step-change in value to the market.

- Learn about the emerging technology trends changing the face of every industry
- Gain insight into the three dimensions of business models – value, differentiation, and revenue
- Obtain tools and strategies for business model innovation



Visit [www.leapfrogging.com](http://www.leapfrogging.com)

for videos of Soren  
presenting to audiences in  
technology, healthcare,  
financial services, consumer  
products, and more.

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## Soren in the Press:



FAST COMPANY



THE  
HUFFINGTON  
POST

INVESTORS.com  
POWERED BY INVESTOR'S BUSINESS DAILY™



TIME **Business**  
News and views on the economy, markets and business



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## Soren Kaplan

As a leading expert in disruptive innovation, business model innovation, and innovation culture, Soren works with Disney, NBCUniversal, Kimberly-Clark, Colgate-Palmolive, Hershey, Red Bull, Medtronic, Roche, Philips, Cisco, Visa, Ascension Health, Kaiser Permanente, CSAA Insurance Group, the American Nurses Association, American Council on Exercise, and numerous other organizations.

Soren previously led the internal strategy and innovation group at Hewlett-Packard (HP) during the roaring 1990's in Silicon Valley and was a co-founder of iCohere, one of the first web collaboration platforms for online learning and social networking. He has lectured at the Harvard Business School, Copenhagen Business School, Melbourne Business School, and with other MBA and executive education programs.

His Wall Street Journal bestseller, *Leapfrogging*, was recognized as "Best General Business Book" by the International Book Awards and "Best Leadership Book" by the Axiom Book Awards. He has been quoted, published, and interviewed by *FastCompany*, *Forbes*, *CNBC*, *National Public Radio*, the *American Management Association*, *USA Today*, *Strategy & Leadership*, and *The International Handbook on Innovation*, among many others.

## Keynotes & Clients

- Agilent Technologies
- American Nurses Association
- American Society of Association Executives
- Ascension Healthcare
- Bank of Montreal
- Cisco Systems
- Colgate-Palmolive
- Credit Union Executives Society
- Dean Foods
- Disney
- Edmunds.com
- Frito-Lay
- Hill's Pet Nutrition
- JP Morgan Chase
- Kaiser Permanente
- Kimberly-Clark
- Medtronic
- PayPal
- PepsiCo
- Roche
- Sealed Air
- Star Alliance
- Wells Fargo