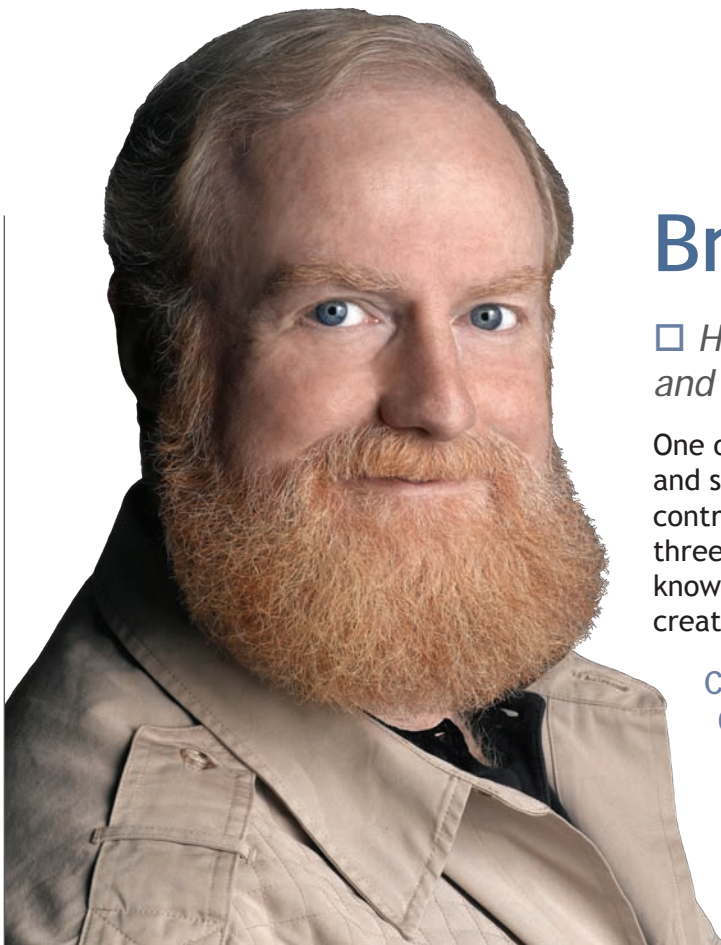




**It's all about story—about heart,  
 passion and caring about things,  
 and the fact that human  
 beings matter.**



## Bran Ferren

□ *How to organize for innovation—the art and science of the imagination.* □

One of the world's preeminent artist/designers and scientist/engineers. A distinguished career of contribution to business and product development; three Oscars. Inspiring speaker with unparalleled knowledge and insight into the ways invention, creativity and technology interact for business success.

Co-founder, co-chairman and Chief Creative Officer, Applied Minds.

Former president, Walt Disney Imagineering.

# Ahead of the Curve

**Leigh  
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Co-founder, co-chairman and CCO, Applied Minds  
Former president, Walt Disney Imagineering.

## Highlights

Bran Ferren speaks from unique experience on **the art and science of the imagination**, and how to **organize for innovation**.

Equal parts artist/designer and scientist/engineer, he has a **distinguished career** of contribution to business and product development, film and entertainment, aerospace and other sciences, winning many awards, including three Academy Awards for technical achievement.

Ferren fills his presentations with ideas gleaned from the history of invention, his **vision of design and technology's** future, and he offers concrete ways to **redesign innovation processes** that come from his experience as one of our finest innovation practitioners.

Brian is a **dynamic and inspiring** speaker with unparalleled **knowledge and insight** into the ways invention and innovation, creativity and technology interact for business success.

He is the co-founder, Co-Chairman and Chief Creative Officer of Applied Minds, a company that provides advanced technology, creative design, and consulting services to a variety of clients, including The Walt Disney Company, NASA and GM.

Before founding Applied Minds, Ferren held various leadership positions, including president, at Walt Disney Imagineering, the company's R&D division.

*Bran Ferren is an energetic speaker, at once inspiring and articulate, knowledgeable and insightful.*

*Most companies spend most of their time looking for the best answers—instead of the best questions.*

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## Profile

This nationally recognized, award-winning speaker has worked in theater, film special effects, product design, architecture and the sciences. Bran's current clients include corporations and government agencies that value his unique combination of strengths: equal measures of genius in science and technology, art and design, creative ideas and successful innovation leadership. He speaks with unique authority on

- ✦ **creativity and innovation in enterprises**—how to get it to happen and how to organize it;
- ✦ **design**—transforming organizations to create new products and services, new processes and effective organizational structures;
- ✦ **the future**—as Allan Kay has said, the best way to predict the future is to invent it. Bran can help you build a vision of what the world will be like in twenty years—and what it could be like with your help.

## • Credentials

- New York Drama Desk Award
- Los Angeles Critics Circle Award
- Maharam Foundation Annual Theater Design Award
- Academy of Motion Picture Arts and Sciences awarded Ferren its Technical Achievement Award (1983), Scientific and Engineering award (1987)
- Member of the Academy of Motion Picture Arts and Sciences and the Academy of Television Arts and Sciences