



**Keynote speaker Richard Florida** is author of the global best-seller *The Rise of the Creative Class* and *Who's Your City?* a national and international best seller and amazon.com book of the month. His new book, *The Great Reset* explains how new ways of living and working will drive post-crash prosperity.

He is author of *The Flight of the Creative Class* and *Cities and the Creative Class*. His previous books, especially *The Breakthrough Illusion* and *Beyond Mass Production*, paved the way for his provocative looks at how creativity is revolutionizing the global economy.

Florida is senior editor for *The Atlantic* and a regular CNN contributor. He has written for *The New York Times*, *The Wall Street Journal*, *The Washington Post*, *The Boston Globe*, *The Economist*, *The Globe and Mail* and *The Harvard Business Review*. He has been featured as an expert on MSNBC, BBC, NPR and CBS, to name just a few.

Richard has also been appointed to the Business Innovation Factory's Research Advisory Council and recently named European Ambassador for Creativity and Innovation.

Florida's ideas on the "creative class," commercial innovation, and regional development have been featured in major ad campaigns from BMW and Apple, and are being used globally to change the way regions and nations do business and transform their economies.

Florida is one of the world's leading public intellectuals on economic competitiveness, demographic trends, and cultural and technological innovation. International diplomats, government leaders, filmmakers, economic development organizations and leading Fortune 100 businesses have benefited from his global approach to problem-solving and strategy development.

He is one of the world's most sou...

## Testimonials

“An urban-development expert...His ideas about revitalizing cities by attracting artists and high-tech workers have influenced a generation of urban planners.” ”

- TIME.

“It was fantastic to listen to Richard...the performance not only fulfilled our expectations but opened a new stage of inspirations for our Ministry to work on the development of regions.” ”

- Poland Ministry of Regional Development.

**Richard Florida**

### Speech Topics

- Management
- Innovation
- Globalization
- Creativity
- Business Trends
- Business Culture

