



**Gabor George Burt** is one of the core, original experts of Blue Ocean Strategy, the new millennium's most influential management concept, and contributor to the worldwide best-selling BOS book.

Gabor launched the Slingshot Framework in 2011 - as an expansion of his BOS work. Slingshot enjoys worldwide recognition at the forefront of global innovation. The framework shows how to engage creative thinking to systematically re-imagine market boundaries, filling a major global need: An IBM survey of 1,500 CEOs worldwide found that 'creativity' is considered the single most important leadership trait for future success.

Gabor is recognized among the top 13 future-shaping innovation visionaries. Among high-profile events, delivered an opening presentation at Global Marketing Forum; Designed and hosted the Forum for Partnership of the Americas - a gathering of business and government leaders from across the Western Hemisphere; Shared stage with Seth Godin and Sir Richard Branson at Forum One, one of Europe's biggest leadership events with 5,000 participants. In 2016, was one of three judges for the E.U. Innovation Venture Award, since 2017 sits on the Board of the Global Innovation Institute, and both designed & keynoted the Arab Innovation Forum in Dubai in 2018.

Gabor works with executive teams of multinationals, SMEs, government agencies, NGOs and start-ups in applying the Slingshot Framework to re-imagine market boundaries and carve out high-growth strategies. Among them, helped American Express launch an entirely new business in partnership with Walmart.

Gabor's critically acclaimed book *Slingshot* is a step-by-step guide to re-imagining boundaries and an exclusive resource for partner organizations. He leads immer...

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### Speech Topics

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- Innovation
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