



Brad Barbera, M.B.A.

Brad Barbera is an author, speaker, trainer, and consultant in the field of innovation, strategic planning and execution, and change management. His book *Keep Innovation Simple – Lead with Clarity and Focus in a World of Constant Change*, brings thoroughly evidence-based principles to the field of innovation, while making the reading of a business book actually entertaining. With over twenty-five years of experience creating hundreds of new products and services in a wide variety of industries, Brad helps leaders of businesses and nonprofits to build the capabilities necessary to uniquely achieve their mission, creatively and sustainably.

Brad has been a leader in the Product Development and Management Association (PDMA) for most of his career, serving as both Executive Director and Editor-in-Chief of *Visions* magazine. He is also a founding member of the International Association for Innovation Professionals, and content contributor to the Innovation Global Network.

Because the foundational principles for effective innovation are universal, Brad works effectively with Fortune 500 multinationals, high-growth entrepreneurial businesses, and charitable non-profits. His skills in graphics and visual thinking enable teams to be more engaged in their work, and emerge with greater clarity on what was discussed and how to move forward. His academic background includes a Bachelor of Science degree in Chemical Engineering and a Bachelor of Arts degree in Economics, both from Northwestern University, and a Master of Business Administration from the University of Chicago Booth School of Business.

Areas of Expertise

- Leading Innovation
- Strategic Planning and Execution
- Product Development
- Project Management
- Cross-Functional Teaming
- Culture Management
- Change Management
- Visual Thinking
- Graphic Facilitation
- Individual and Group Creativity

Certifications

- Certified New Product Development Development
- Certified Double Goals Coach
- Center for Creative Leadership LDP
- Educet Leadership Effectiveness, Innovation and Creativity Certificate
- Business Relationships for Technical Staff Course Trainer