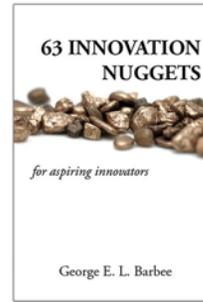




Left: Barbee conducting engaging group discussions at a recent event.

Right: Barbee's book, *63 Innovation Nuggets (for aspiring innovators)*, was published in 2015 and has received accolades from many notable reviewers.



GEORGE BARBEE

Author and businessman **George E. L. Barbee** is one of the original Batten Fellow faculty members (along with Jim Collins, Malcolm Gladwell and Jim Gilmore) at top-ranked University of Virginia Darden School of Business, and has been teaching innovation for the past 15 years.

WHAT OTHERS ARE SAYING ABOUT BARBEE:

YPO Leader, Greater DC; Chairman & CEO, Global Service Company:

"Your candid talk and innovation stories customized to our diverse group was extremely well received. I left the meeting with renewed excitement around recognizing opportunities and innovation."



US Bank Corp., Elavon Division SVP & Global Innovation Leader:

Elavon
"I drew in my direct reporting team, using your book and talk, to help develop leadership capabilities. The Innovation concepts of 63 Innovation Nuggets are thought provoking and applicable across businesses transcending size, markets and geography. Subsequently, I leveraged the presentation learnings and the Nuggets in an industry trade forum across colleagues, peer groups and regulators in my industry to drive home how we innovate."

University of Virginia; Darden Corporate Executive Group:

"This garnered one of the highest registrations in recent years ... attracted entrepreneurs and senior executives from Coca Cola, Home Depot, US Bank, Bain & Co., etc.. You challenged the crowd to reflect & think out of the box."



Barbee's 45-year business career has taken him to over 40 different countries. He has founded three successful entrepreneurial companies and has led innovation with Fortune 100 companies including Gillette, General Electric, PepsiCo, IBM and PricewaterhouseCoopers.

Barbee received Darden's highest alumni honor, the Charles C. Abbott Award, in 2000. He has written and originated numerous articles, and appeared multiple times on *NBC's Today Show*, *ABC's Good Morning America*, *PBS* and *CNN*, and has been quoted in *The Wall Street Journal* and *The New York Times*.

Barbee is known as an engaging public speaker with a wonderful sense of humor and an ability to quickly and sincerely connect with any audience. His engagements are topical, effectively tie in with current events, and inspire lively, meaningful discussions about advancing an innovative global culture. His speaking engagements range from smaller senior executive groups to larger MBA and corporate executive groups, to auditoriums of over 400 guests. He has also spoken to national radio and television audiences reaching millions.

His precedent-setting work on the IBM/PricewaterhouseCoopers' "Rainmaker" programs with senior partners was praised as one of the longest-lasting and most behavior-changing initiatives in both organizations.

FORTUNE

It's "tough to find anyone with longer, more varied experience with innovation than George Barbee."

Inc.

Barbee reveals "...secrets of high powered innovative and sales leaders..."



An IBM Divisional President believes that George Barbee and his book "brings innovation to a practical level that most people can grasp."

FAST COMPANY

Barbee feels that "innovative ideas are well within anyone's grasp if we let go of these preconceived notions..."

Forbes

George Barbee "dispels 9 myths around innovation ..."



Hall of Fame reviewer Bob Morris: "Barbee provides a wealth of information, insight, and counsel ... almost anyone can develop the skills needed to think innovatively."

AVAILABLE FOR SPEAKING ENGAGEMENTS:

- **Large Fortune 500 and Professional Service Organization Audiences:**
"Overcoming Innovation *Thinkers Cramp* and *Organization Cramp* - Advancing an Innovative and Global Culture"
- **Entrepreneurial and Smaller Company Audience (YPO, etc.):**
"Overcoming Innovative Myths and the Secrets of Success in the Early Stages" and / or "Taking Your Company's Innovation to the Next Higher Level"
- **General Audience (Rotary Clubs, Chambers, etc.):**
"The Creative and Innovative Genius in All of Us"



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