

Short Bio (for printed materials)

For more than 20 years, Stephen Shapiro has presented his provocative strategies on innovation culture and collaboration to audiences in over 40 countries. During his 15-year tenure with the consulting firm Accenture, he led a 20,000-person innovation practice. He is the author of five books, including “Best Practices Are Stupid,” which was named the best innovation and creativity book of 2011. He has been featured in *Newsweek*, *Entrepreneur Magazine*, *SUCCESS Magazine*, *The Wall Street Journal*, ABC News, and CNBC. Clients include 3M, P&G, Nike, Marriott, Honda, Johnson & Johnson, Microsoft, NASA, USAA, Fidelity Investments, and GE.