

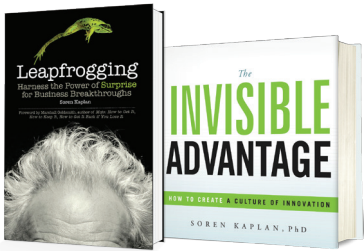
# Soren Kaplan, Ph.D.

DISRUPTIVE INNOVATION, NEW BUSINESS MODELS,  
AND INNOVATION CULTURE



Keynote Speaker/Author

Soren Kaplan is a globally recognized keynote speaker, the author of the bestselling and award-winning books, *Leapfrogging* and *The Invisible Advantage*, a writer for *FastCompany*, an affiliated professor at the Center for Effective Organizations at USC's Marshall School of Business, and the Founder of InnovationPoint.



Soren fine-tunes his keynotes to his specific audience by emphasizing different types of innovation: products, services, processes, technology, business models, customer experience, and organizational culture. Unlike many traditional “speakers,” he also provides hands-on workshops and breakouts that translate his presentations into tangible actions plans.

Topics often include:

## Disruptive Innovation is Everyone's Business

In this high-energy and provocative keynote, Soren highlights the importance of disruptive innovation for leaders, organizations and business functions.

- Learn about the different types of innovation – from incremental to disruptive
- Obtain principles and practices for innovating products, services, process, and business models
- Gain insight from real-world trailblazers from across industries
- Instantly apply new knowledge to real business issues or opportunities



## “Clients Buzz about Soren”

“Soren nails down the often hidden success factors that lead to real, sustainable innovation.”

Alexis Edelstein  
Trade Marketing Innovation  
Red Bull



“Soren’s talk inspired our organization while providing both strategic and practical approaches for driving breakthroughs in the business and for our leadership.”

Teppo Paavola  
VP & Head of Global  
Business Development, PayPal



“Soren’s engaging keynote jump started our event and got the entire audience thinking about how we can transform the healthcare landscape.”

Eric Silfen, MD, SVP &  
Chief Medical Officer  
Phillips Healthcare



“Dr. Kaplan offers what every organization needs to take innovation and performance to the next level.”

John S. Jordan, CAE, CEO  
Academy of Family Physicians



“Soren understood our audience and he made the topic of disruptive innovation accessible and inspirational.”

Mary Beth Robles  
VP, Innovation Capability & Systems  
Colgate-Palmolive



“Soren’s new spin on the popular topic of innovation kept the entire audience on the edge of their seats. His talk was amazing.”

Tatyana Kanzaveli  
Organizer, TEDx Silicon Valley



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## Your Invisible Advantage – How to Create a Culture of Innovation

Soren reveals the secrets for creating an organizational culture that drives continuous innovation.

- Learn how organizational culture impacts behavior and how it can be shaped to foster innovation
- Gain insight into the levers that influence culture, including leadership behavior, storytelling, metrics, rewards, and organizational structures and processes
- Obtain models and tools for transforming your organization's own culture
- Instantly apply new knowledge through interactive discussions



## Disrupt It! Leading Disruptive Innovation & Change

Soren reveals the disruptive threats and opportunities shaping the future and outlines the implications for business leaders and organizations as they seek new business models and growth.

- Learn about the emerging technology trends changing the face of every industry
- Gain insight into specific technology-driven disruptors
- Obtain insight into specific opportunity areas and potential disruptive threats
- Instantly apply new knowledge through interactive discussions



Visit [www.leapfrogging.com](http://www.leapfrogging.com)

for videos of Soren  
presenting to audiences in  
technology, healthcare,  
financial services, consumer  
products, and more.

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## Soren in the Press:



FAST COMPANY



INVESTORS.com  
POWERED BY INVESTOR'S BUSINESS DAILY



TIME Business  
News and views on the economy, markets and business



## Soren Kaplan, Ph.D.

As a leading expert in disruptive innovation, business model innovation, and innovation culture, Soren works with Disney, NBCUniversal, Kimberly-Clark, Colgate-Palmolive, Hershey, Red Bull, Medtronic, Roche, Philips, Cisco, Visa, Ascension Health, Kaiser Permanente, CSAA Insurance Group, the American Nurses Association, American Council on Exercise, and numerous other organizations.

Soren previously led the internal strategy and innovation group at Hewlett-Packard (HP) during the roaring 1990's in Silicon Valley and was a co-founder of iCohere, one of the first web collaboration platforms for online learning and social networking. He has lectured at the Harvard Business School, Copenhagen Business School, Melbourne Business School, and with other MBA and executive education programs.

His Wall Street Journal bestseller, *Leapfrogging*, was recognized as "Best General Business Book" by the International Book Awards and "Best Leadership Book" by the Axiom Book Awards. He has been quoted, published, and interviewed by *FastCompany*, *Forbes*, *CNBC*, *National Public Radio*, the *American Management Association*, *USA Today*, *Strategy & Leadership*, and *The International Handbook on Innovation*, among many others.

He holds Master's and Ph.D. degrees in Organizational Psychology and resides in the San Francisco Bay Area with his wife, two daughters, and hypo-allergenic cat.

## Keynotes & Clients

- Agilent Technologies
- American Nurses Association
- American Society of Association Executives
- Ascension Healthcare
- Bank of Montreal
- Cisco Systems
- Colgate-Palmolive
- Credit Union Executives Society
- Dean Foods
- Disney
- Edmunds.com
- Frito-Lay
- Hill's Pet Nutrition
- JP Morgan Chase
- Kaiser Permanente
- Kimberly-Clark
- Medtronic
- PayPal
- PepsiCo
- Roche
- Sealed Air
- Star Alliance
- Wells Fargo