

Ori Brafman

Leadership and Organizational Dynamics Expert; Multiple New York Times Best-Selling Author

Ori Brafman is a multiple *New York Times* best-selling author. His seminal work, *The Starfish and the Spider: The Unstoppable Power of Leaderless Organizations*, is cited by the U.S. military as the foundation for a successful campaign to counter Al Qaeda. Its concepts have been implemented by Fortune 500 companies and the U.S. government, and it is considered the basis for blockchain technologies. Ori's recent best-selling book, *Radical Inclusion: What the Post-9/11 World Should Have Taught Us About Leadership*, examines today's leadership landscape and argues that inclusion is no longer a "nice-to-have", but a strategic imperative in the digital world.

Born in Israel and raised in Texas, Ori specializes in cultural transformation and unique approaches to problem solving. His ideas have been applied by Amazon, Google, Netflix, Microsoft, Cisco, Intel, the Chicago Bulls, the San Francisco 49ers, Facebook, Family Business Network, and PWC. He has advised all branches of the U.S. military, the Obama White House, and the Joint Chiefs of Staff. Since 2010 U.S. Army generals have been required to complete Ori's leadership curriculum.

Ori is a Distinguished Teaching Fellow at UC Berkeley's Haas School of Business where he lectures on improvisational leadership and artificial intelligence. He leads an intensive strategic broadening seminar between UC Berkeley and the U.S. Army and created a first-of-its-kind partnership between the Haas School of Business and the U.S. military's National Defense University.

Ori's media appearances include the *New York Times*, the *Wall Street Journal*, the *Washington Post*, CBS, MSNBC, Bloomberg TV, Fox News, ABC News, BBC, National Public Radio, CNBC, CNN, and C-SPAN. He has presented before audiences at Fortune 500 companies, the White House, Stanford University Graduate School of Business, Harvard Business School, the Association of Financial Professionals, the Organization of Nurse Executives, NATO, YPO, and others. His published books include *Radical Inclusion: What the Post-9/11 World Should Have Taught Us About Leadership*; *The Starfish and the Spider: The Unstoppable Power of Leaderless Organizations*; *Sway: The Irresistible Pull of Irrational Behavior*; *Click: The Forces Behind How We Fully Engage with People, Work, and Everything We Do*; and *The Chaos Imperative: How Chance and Disruption Increase Innovation, Effectiveness, and Success*.

Ori is founder and president of Starfish Leadership and co-founder of the Fully Charged Institute, which combines Ori's work with that of Tom Rath. The Institute focuses on leadership and well-being and helps organizations improve performance and gain competitive advantage in an era of new business models. Ori holds partnerships with Second City Works and ExecOnline to create new leadership programs for corporate audiences.

Ori holds a BA in Peace and Conflict from UC Berkeley and an MBA from Stanford Graduate School of Business.
