

## Luke Williams

Best-Selling Author; Professor of Innovation at New York University Business School

At some time, someone somewhere is going to disrupt your entire industry. Shouldn't it be you? Luke Williams, author and globally recognized authority on disruptive innovation, reveals a way of thinking that has the power to transform your business and stay ahead of the game.

LUKE WILLIAMS is one of the world's leading business thinkers on innovation strategy. He has worked with leading companies across the globe and is a dynamic and sought-after management speaker, having lectured in 21 countries and addressed the United Nations General Assembly and the World Innovation Forum.

Williams is Professor of Marketing at NYU Stern School of Business; Founder and Executive Director of the W.R. Berkley Innovation Labs; and a Fellow at Frog Design— one of the world's most influential product strategy and design firms. He is the inventor of 30+ U.S. patents and has designed more than 100 products in industries ranging from transportation to finance, and healthcare to consumer electronics.

His views are regularly featured in media ranging from *Bloomberg BusinessWeek* and *Fast Company* to *The Wall Street Journal* and *The Economist*. He is the author of the international bestseller, *Disrupt: Think the Unthinkable to Spark Transformation in Your Business*.

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