

Dustin Garis

Brand Innovator, Customer Experience, Pioneer Formerly Chief Troublemaker at Procter & Gamble, Coca-Cola and AMEX

Dustin Garis is a world-renowned brand innovator, consistently voted “the #1 event speaker.” Throughout his disruptive career at some of the world’s most breakthrough companies, such as The Coca-Cola Company, Procter & Gamble, and Ericsson, Garis was known as “Chief Troublemaker” for his ability to push the boundaries of innovation, customer experience, and change leadership.

Exclusively represented by [Leading Authorities speakers bureau](#), Garis brings the same no-holds-barred approach to his keynotes that helped him blaze trails in the world’s largest companies and entrepreneurial startups. His deep insights and charismatic persona keep audiences captivated while helping organizations embark on the next frontier of innovation—whether he’s break-dancing on stage or blowing wide open the rise of the “experience revolution” with anecdotes and visuals. With a particular focus on how brands can enrich lives, Garis offers examples of brands that are getting it right by “revolting against routine,” and creating memorable experiences to drive engagement among Gen X/Y/Z consumers and employees.

Garis was a leader of global innovation & marketing for P&G FutureWorks—an innovation epicenter responsible for accelerating discontinuous growth by incubating, launching, and scaling a billion-dollar pipeline of breakthrough ventures worldwide. This includes P&G’s momentous shift into services, with the Mr. Clean Car Wash and Tide Dry Cleaners. Garis also launched the P&G FutureWorks Global division in Singapore, deploying new business models and technologies across Asia, Africa, and Latin America.

Garis earned the title of “Indiana Jones of Marketing” when he embarked on a global expedition to over 50 countries across six continents, to uncover the secret to building life-changing brands. As other testaments to his non-traditional approach to innovation, Garis has been known to begin meetings with opera singers, convert an elevator into his office, bucket bathe in rural India, eat blindfolded, travel the office by Segway, ride an 1,800-pound bull in a rodeo, and other experiments that keep HR awake at night.

Beyond his changemaker leadership roles in corporate innovation and billion-dollar brands, Garis now helps other organizations accelerate their innovation capabilities and company culture, as a Chief Troublemaker-in-Residence. He leverages lessons from the world’s most innovative brands (Google, Zappos, Southwest Airlines, Airbnb, etc.), best practices in change leadership, as well as insight into the Millennial-led social movement LifeProfit, which is now fueling an experiential brand revolution across multinationals and entrepreneurial startups.

“Dustin Garis is not only a ‘Chief Troublemaker,’ he is also a dream speaker to collaborate with. He’s an asset to any program that seeks a true visionary, a creative spirit, and an innovative force that entertains and excites a room. I program events with hundreds of speakers and he stands above them all—inspiring me and making my job fun.” — VP of Programming, NATPE