

## Colin Bryar & Bill Carr

Former Amazon Executives, Authors, and Co-Founders, Working Backwards, LLC

[Colin Bryar](#) is a business advisor and technology leader whose career has focused on optimizing business strategy and operations. He is a former top-level executive at Amazon, where he spent more than 12 years – much of it in the early aughts during the company's period of unmatched innovation – leading the operations for IMDb.com, as well as working directly with Amazon CEO Jeff Bezos to help with overall business strategy, technology, and operations. Bryar is the co-author of *Working Backwards*, along with former Amazon executive Bill Carr, which provides an insider's breakdown of Amazon's approach to culture, leadership, and best practices. Taking audiences inside the room, Bryar demonstrates how the principles and practices key to “Being Amazonian” can be scaled and applied to any organization.

[Bill Carr](#) is a strategic business leader who has spent his career at the forefront of tech innovation. He is a former top-level executive at Amazon, where he worked for more than 15 years – much of it in the early aughts during the company's period of unmatched innovation – launching and managing Amazon's global digital music and video businesses, including Amazon Music, Prime Video, and Amazon Studios. Under his leadership, Amazon's digital media business grew into a global operation exceeding \$1 billion in revenue as the company pushed to compete with Apple, Netflix, and Hulu. Carr is the co-author of *Working Backwards*, along with former Amazon executive Colin Bryar, which provides an insider's breakdown of Amazon's approach to culture, leadership, and best practices. Taking audiences inside the room, Carr demonstrates how the principles and practices key to “Being Amazonian” can be scaled and applied to any organization.