

## Gary Shapiro

President & CEO of the Consumer Technology Association

**Innovation & The American Economy.** Innovation creates jobs, markets, and new industries where none existed before; in short, innovation drives economic success. Learn about the current state of our innovation-driven economy from Gary Shapiro, CEO of CTA, the organization that owns and produces the International CES, and author of the book, *The Comeback: How Innovation Will Restore the American Dream*.

**The Comeback: How Innovation Will Restore The American Dream.** The US economy seems to be sinking under the weight of a debt binge. Today the focus is simply on keeping us afloat, but what we really need is a long-term plan for sustaining growth by creating millions of new jobs. It's time for an American renaissance—and it starts with innovation. In this presentation Gary discusses the concepts presented in his book, *The Comeback: How Innovation Will Restore the American Dream*, to give his perspective on innovation and its relationship to America's future.

**The Future of Innovation In America.** In this speech, Gary Shapiro, CEO of CTA, presents new ways of looking at innovation that may provide the answers to enhancing US competitiveness in business and government.

**Ninja Innovation.** When most people hear the term innovation, they think of tangible examples of technology: The latest tablet/smartphone hybrid; the highest-resolution, ultra high-definition TV; robots; apps; or even cars that drive themselves. However, he coined the term “ninja innovator” to represent a mindset for anyone willing to push the envelope and make us better. In a business context, ninja innovators are those driving change and capturing revenue.