

## Colin Bryar

Former Amazon Executive, Author, and Co-Founder, Working Backwards, LLC

**Working Backwards: Insights, Stories, and Secrets from Inside Amazon.** In this presentation, long-serving Amazon executive Colin Bryar will reveal and decode the principles and practices that drive the success of one of the most extraordinary companies the world has ever known. With more than 12-years of Amazon experience, working side-by-side with Jeff Bezos for two of them, he offers unprecedented access inside the room as Amazon's approach to leadership, culture, and best practices were developed, refined, and scaled – providing key analysis and practical steps for applying it at your own organization.

**How to Think Like an Amazonian: A Guide to Innovation.** Drawing on more than 12 years at Amazon, witnessing first-hand the company's period of unmatched innovation, Colin Bryar will exclusively reveal how to think like an Amazonian. Shared with audiences for the very first time, he will illuminate Amazon's fourteen leadership principles that inform decision-making at all levels and reveal the four characteristics that define the company's culture – customer obsession, long-term thinking, eagerness to invent, and operational excellence. Providing insider anecdotes and actionable innovation tactics, Bryar will demonstrate that success on Amazon's scale is not achieved by the genius of any single leader, but rather through commitment to and execution of a set of well-defined, rigorously-executed principles and practices.

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