

Peter Sims

Best-Selling Business Author and Entrepreneur

Peter Sims is an award-winning entrepreneur and author. He is founder & a sir of the BLK SHP, and his latest book is *Little Bets: How Breakthrough Ideas Emerge from Small Discoveries*, selected as a one of the six best advice books for entrepreneurs by the *Wall Street Journal* and as one of the best business books of the year by *The Washington Post, Inc. Magazine*, and *AmEx OPEN* and he was the coauthor with Bill George of *True North: Discover Your Authentic Leadership*, which was a *Wall Street Journal* and *BusinessWeek* best-seller.

Sims has had a long collaboration with faculty at Stanford's Institute of Design (the d.school), and received an M.B.A. from Stanford Business School where he established a popular class. Previously, he worked in venture capital with Summit Partners, including as part of the team that established Summit's European Office in London. He is a cofounder of Little Bets Labs, a member of G.E.'s Innovation Advisory Panel, and a cofounder and Director of Fuse Corps, a social venture that places entrepreneurial leaders on year-long grassroots projects with mayors and governors to tackle some of America's most pressing problems.

His articles have appeared in *The New York Times*, *The Financial Times*, *Harvard Business Review*, *Mashable*, *strategy+business*, *Tech Crunch*, and as an Expert blogger for *Fast Company*. He frequently speaks or advises at corporations, associations, and universities, including Google, Eli Lilly, Pixar, ConAgra, Gap Inc., Cisco Systems, Clorox, Amazon, and Stanford University.

A graduate of Bowdoin College, he lives in San Francisco, and his great-great-great grandfather, Jacob Gundlach, founded Gundlach Bundschu (GunBun) in Sonoma, California's oldest family-owned winery, which is run today by his cousins who, unlike Peter, actually know a lot about wine.