

Adam von Gootkin

Global Innovator & Entrepreneur; Co-Founder & CEO of Highclere Castle Spirits

Top-Shelf Insights for Radical Innovation. Before any entrepreneur can set out to build a game-changing company, they must ask themselves, “What kind of business are you trying to create within the context of your life.” For spirits industry disruptor Adam von Gootkin, the issue of no locally produced spirits in his home state of Connecticut was the opening he needed. This opportunity in the market led to von Gootkin tapping into offbeat thinking to create premium American moonshine — a paradigm-shifting product, given the spirit’s reputation for being low-quality. This was just the beginning of von Gootkin’s rise to being one of the leading innovators in the spirits industry, with the success of the product paving the way for his second and current spirit industry disrupting venture as the co-founder and CEO of Highclere Castle Spirits. In this talk, he shares top-shelf insights for how organizations and individuals can get creative and view business challenges from new perspectives to ignite a culture of radical innovation and uncover new pathways to achieving their vision.

Five Simple Steps for Building Consumer Trust. How do you go from creating a product (something that can be easily replaced) to creating a brand (something that people are emotionally invested in). As Highclere Castle Spirits co-founder and CEO Adam von Gootkin shares, the answer lies in adopting a customer-centric approach — one that is rooted in purpose and genuinely seeks to solve the problems that consumers are faced with each day. Re-orienting organizations and entrepreneurs to re-examine their missions and why they do what they do, von Gootkin, a gifted storyteller, shares a proven five-step philosophy for creating a beloved and trusted brand that resonates with consumers and is connected to everything they experience.

Beyond Business: Responsible Leadership & Entrepreneurship. While revenue and profit are important, the success of your organization should never come at the expense of your people, customers, or the environment. That’s the basis of responsible leadership and entrepreneurship. For businesses looking to do well while doing good — maintaining a customer-centric focus while fulfilling their duty to advance the sustainability of our planet — global innovator and responsible entrepreneurship thought leader Adam von Gootkin shares actionable strategies for finding the balance between the bottom line and making the world a better place. As a leader who is shaping the future of business, he underscores the importance of authenticity in business and shares real-life examples for how responsible entrepreneurship leads to growth and creates positive change.

Mastering the Art of the Cold Call. The cold, hard truth about cold calling is that it can be difficult and the person on the other end of the phone is usually not receptive to the unsolicited outreach. If only you could keep them interested long enough to explain the benefits of your product or service and the value it provides. Re-invigorating audience members around the prospect of cold calling, global innovator, entrepreneur, and spirit industry founder and CEO Adam von Gootkin does away

with traditional cold calling methods that can be off-putting to customers, and largely ineffective, and shares new approaches for mastering this difficult art. In this deeply personal talk, he reveals the cold calling strategies that have spurred the growth of his businesses and demonstrates how they can be adapted to companies in any industry.