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Reggie Fils-Aimé

Former President and COO of Nintendo of America Inc.

Disrupting the Game: Lessons for Creating the Ultimate Gameplan for Success. A boss-level video game and entertainment industry disruptor, Reggie Fils-Aimé traces back his roots to humble beginnings growing up in the Bronx all the way to becoming Nintendo of America's first American and African American president and COO. He shares more about his journey in his book, *Disrupting the Game: From the Bronx to the Top of* Nintendo. In the book and in this talk, Fils-Aimé draws from his experiences revitalizing the Nintendo brand and instilling a culture of innovation throughout the company to provide actionable strategies for how organizations can leverage relentless curiosity and disruptive thinking to create vibrant and believable visions for their teams, open alternative paths to success, reach the top of their industries, and shatter the status quo.

Next Generation Leadership Principles for Disruptive Innovation. According to Reggie Fils-Aimé, "everyone has the capacity to be a leader. It takes practice. It takes skill development. But everyone has that opportunity." In this talk, Fils-Aimé provides his personal key principles of leadership that he has developed – including intellectual curiosity, courage in decision-making, and "irrefutable integrity" – to thrive in an age of disruption. Relating these principles to his personal story and experience leading Nintendo of America and other fast-moving businesses, Fils-Aimé explains how audiences can apply these values not only to their own leadership practices, but also to grow the next generation of business leaders. An innovation advocate, he shares actionable transformation strategies to stay ahead of disruption, solve daunting business challenges, and even achieve 'the impossible.'

The Innovator's Rulebook for Breaking the Rules. Innovation doesn't just happen. Organizations needs to build capability and capacity to innovate across the entire enterprise. In this talk, Fils-Aimé shares seven principles he's honed from his 35+ year career driving innovation across the packaged-good, restaurant, and media/entertainment industries. Audiences will get actionable advice for increasing their ability to innovate and learn how to leverage these principles across any industry.

The Next Level: How Playing Games Can Help You Succeed. Today, video games are the largest force in entertainment – bigger than movies, bigger than music, and bigger than television. But video games are more than just entertainment. Playing games can help you acquire and sharpen a wide range of skills and abilities that drive success in all areas of life, but especially in your job and career. Revered in the gaming industry by business leaders and fans alike, former president and chief operating officer for Nintendo of America Inc., Fils-Aimé, shares with audiences how to utilize gamification to achieve peak performance. Audiences will learn which games to play, the personal development areas to focus on, and actionable strategies to take themselves to the next level.

Life as the Regginator. Fils-Aimé is an award-winning executive that has spawned record-breaking business results and internet-shattering memes. He has been featured in the *New York Times* and included in a *Washington Post* story about the U.S. contributions of Haitian-Americans. He has played video games with Jimmy Fallon and has been called “Mr. President” by Gayle King. But it wasn’t always this way. Fils-Aimé credits his accomplishments to five life principles that shape his ongoing approach. In this inspirational talk, Fils-Aimé shares his life principles and grounds them in examples from his life … both success and failures. Audiences will be moved by his journey and challenged to create their own principles to guide theirs.

Achieve Greatness Together: The Value of Collaboration. As business and politics become more divisive, it is important for leaders to again value collaboration. Throughout his 35+ year career, Fils-Aimé has been able to unify organizations for greater success – whether working to cross bridges with Japan, driving alignment with franchisees, or working with external intellectual property owners. He has mastered the ability to balance opinions in order to move organizations forward – and in this talk, shares this skill with audiences. Using actionable collaboration strategies and examples from his legendary career, Fils-Aimé demonstrates the importance of having courage to both break from the pack, but also to bring the pack together when necessary.

How to Change the Game and Win. Reggie Fils-Aimé’s storied 35-year career driving innovation across the packaged-good, restaurant, and media/entertainment industries has left a legacy of turnaround success – transforming companies, re-vitalizing brands, and even reshaping industries. At VH1, he engineered the channel’s redirection to young viewers, resulting in an overall 30 percent ratings growth. At Nintendo of America, he turned around an iconic brand leading to record-breaking sales for the Nintendo DS, Wii, and Nintendo Switch systems. He also revamped Nintendo’s messaging and brand positioning, while maintaining its brand identity. In this presentation, Fils-Aimé discusses lessons-learned from his stories of revitalization, sharing with audiences proven principles for helping organizations find their footing and creating effective change for business success.