

## James Watt

Culture-Driven Entrepreneur, Visionary Leader of Disruptive Marketing, Best-Selling Author, & Co-Founder of BrewDog

**Harnessing Disruptive Innovation: The Blueprint for Revolutionary Success** James Watt takes audiences on an inspiring journey through BrewDog's remarkable rise from a modest startup to a global craft beer leader. He uncovers the disruptive strategies that challenged industry norms and reshaped success, highlighting the revolutionary "Equity for Punks" crowdfunding initiative. This session delves into how bold thinking, strategic risk-taking, and turning customers into investors fueled BrewDog's rapid growth and built a passionate community. James shares actionable insights and strategies for businesses to leverage strategies that drive innovation and growth, raise capital, and build a brand that resonates worldwide.

**Purpose-Driven Branding: Aligning Mission and Culture for Lasting Success** James Watt delves into the powerful synergy between a company's mission and its internal culture, drawing from BrewDog's rise to global prominence. He explores how BrewDog's unwavering commitment to its purpose has been the foundation for its success, driving both customer engagement and brand loyalty. By demonstrating the critical link between an authentic internal culture and external brand perception, James offers actionable insights for leaders on how to embed purpose into every facet of their business, creating a unified, passionate team that resonates with customers and sets the brand apart in a crowded market.

**Leading with Resilience: Turning Challenges into Catalysts for Growth** James Watt inspires business leaders with a powerful session on navigating challenges and transforming adversity into opportunity. Drawing from his experience leading BrewDog through controversies and media scrutiny, James offers a behind-the-scenes look at how the company not only weathered storms but emerged stronger and more innovative. He shares uplifting strategies for maintaining resilience, fostering a culture of adaptability, and using external pressures as catalysts for growth and brand strengthening. This session empowers leaders to see challenges as opportunities to innovate, evolve, and drive their businesses to new heights.