

Brief Resume



“Innovation is oxygen for business!”

Gerriet Danz – Expert for Innovation and Creativity

Gerriet Danz has been one of the most recognized experts on innovation and creativity for over two decades. The lectures of this passionate lateral-thinker, multiple startup founder, and best-selling author (CAMPUS/Random House) are as inspiring and unusual as the mix of his experiences. He worked initially as creative director of the international advertising agency BBDO, supporting global players in the development of innovations. His second career led to television: Gerriet Danz developed new TV formats, and even moderated the knowledge game-show classic: JEOPARDY. Motivating, humorous, and practical, he describes in his appearances how companies can create the perfect innovation climate and overcome creativity barriers. “One of the best in his field!” writes *Computer Week*; “It’s hailing ideas...” says *GQ*. And *Der Spiegel* asked him, “...what really matters.” Gerriet Danz is a lecturer at the Steinbeis Hochschule Berlin, advises the European Patent Office in The Hague, among others, is a member of the German Speakers Association as well as of GSF Global Speakers Federation Toronto, and is a winner of the CONGA Award in the “Speakers & Coaches” category.

References and Press



“One of the best in his field!” *Computer Week*

“It’s hailing ideas...” *GQ*

“It tingles!” *SalesBusiness*

“Gerriet Danz ignites brand turbo boosters!”

Thüringische Landeszeitung (TLZ, newspaper in Thuringia)

“Gerriet Danz’s methods work!”

DUB Unternehmermagazin (DUB Business Magazine)

“Knows how to stand out from the crowd: Gerriet Danz...”

Neue Württembergische Zeitung (NWZ, newspaper in Baden-Württemberg)

Customers (a selection):

Beiersdorf AG, BMW AG, CHANEL, Commerzbank, DELL, Fresenius, Wella, KYOCERA, Microsoft, MAN, Nestlé AG, NDR, OLYMPUS, ProSiebenSat.1, SCHOTT AG, IBM, McDonalds, SIEMENS, Philips, Tchibo

“Alive. Instructional. Funny. As a speaker, Gerriet Danz himself does things outside the box.” Robert Müller von Vultjes, Managing Director, UFA Sports

“Fun and inspiring alike!” Jens Hansen, Microsoft Germany

“I was particularly impressed by Gerriet Danz’s speech.” Stephan Fuchs, Adobe Creative Now

“I enjoyed your talk very much!” Michael Söls, Continentale Versicherung

Media



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Publisher: CAMPUS



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