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Jeremy Gutsche

Founder of Trendhunter.com, Author of Exploiting Chaos
Exploiting Chaos: 150 Ways to Spark Innovation During Times of Change

THE LATEST: Jeremy Gutsche's Exploiting Chaos: 150 Ways to Spark Innovation During Times of Change wins the 2010 Axiom Business Book Award (Gold Medal in Success / Motivation) and is named one of Inc. magazine's best books of 2009. Check it out [here](#).

Attracting more than 200,000,000 views, TrendHunter.com is the #1 trend-spotting site in the world -- the largest, most influential, most updated collection of cutting edge ideas available anywhere. (It attracts roughly fifteen times more page views than its competitors). Its founder, Jeremy Gutsche, relentlessly tracks and finds The Next Big Thing -- that valuable but elusive commodity -- for a global audience that generates millions of views a month. Gutsche is a creative, globe-roaming individual with a broad appeal that stretches from *The Economist*, which uses him as a source, to MTV, which places him at "the forefront of cool."

With phenomenal speed, Gutsche has grown Trendhunter into a trusted showcase for "what's next" in marketing, design, technology, and other categories. The site's been featured or cited in over 40,000 articles, and Gutsche has appeared everywhere from Entertainment Tonight to the BBC. He's also sought out by leading companies to speak on cool-hunting, innovation, marketing strategies, and The Next Big Thing and its relevance to their business. In bold, interactive keynotes, he delivers a blend of viral new trends, strategic frameworks, and a contagious enthusiasm for innovation. He possesses a unique perspective on innovation in the business context, and draws on his background in both corporate strategy and Web 2.0 to provide you with inspiration and tools to generate ideas, stimulate creativity and unlock potential.

At 28, as one of Capital One's youngest Business Directors, Gutsche led his team to grow a billion dollar portfolio of market leading products. And as a Management Consultant for the Monitor Group, he advised Fortune 50 clients on top level strategy. His book Exploiting Chaos has won an Axiom Business Book Award, was named an Inc. Best Book for Business Owners and was a #1 bestseller on the 800 CEO Read list. He holds an MBA from Queen's, is a CFA, studied innovation at Stanford's Graduate School of Business, and was named the 2010 Graduate of the Last Decade by the University of Calgary.

Select Keynotes and Management Consulting Topics by Jeremy Gutsche

Exploiting Chaos: 150 Ways to Spark Innovation During Times of Change

Times of change and uncertainty can spark the greatest opportunities for innovation. Many multi-billion dollar corporations like Hewlett-Packard, Disney, and Microsoft were started during periods of economic recession. Jeremy Gutsche, North America's most sought after authority on trend hunting, shows you how to gain an edge in business by harnessing the creativity that will help your company survive and flourish in any economic climate. With a respected understanding of exploiting what's cool and predicting future trends,



Gutsche shows how to create a culture of innovation in your company, maximize the exposure of your marketing message, and think big while acting small. A fascinating and valuable talk, Gutsche details how to stimulate creativity and unlock the powerful strategies of trend-hunting to help your business thrive in these uncertain times.

Unlocking Cool

In this talk -- one of the world's 'most favorited' presentations at SlideShare.net -- Gutsche delivers a beginning-to-end exploration of the innovation process, reinvented. Visually engaging, and packed with examples, it's a cutting-edge toolkit for leveraging viral trends and methodical innovation frameworks to generate breakthrough ideas. He talks about Creating a Culture of Innovation, Power Innovation, and his famous Trend Report.

Infectious Communication and Marketing 2.0

In this keynote, Gutsche uses viral videos and powerful online marketing examples, moves beyond the buzzwords (Facebook, social marketing) and reveals the core elements that make viral messages so infectious. Rule #1: "Relentlessly obsess about your story."

Creating a Culture of Innovation and Customer Obsession

In a world of increased competition, intensified customer demands, and shifting employee demographics, a culture of innovation is more important than ever. Gutsche's Culture of Innovation framework shows you groundbreaking ideas related to perspective, customer obsession, tolerance for failure and creativity. He provides practical ideas that inspire companies to make their cultures revolutionary.

The Trend Report: Clusters of Innovation

Leveraging the world's largest database of micro-trends, Gutsche filters through the most viral innovations in the world, creating 'Clusters of Inspiration' Companies, including Microsoft, Yahoo and eBay, have bought and used this research. In this talk, Gutsche walks you through clusters of inspiration and teaches you how to create their own.