



# ADAM HARTUNG

TAKE CHARGE OF YOUR FUTURE WITH FRESH THINKING

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Who wants to repeat 2009? Certainly not companies like GM or Circuit City. But a very few companies would love to: Apple, Google, Tata and Amazon. Would you like to be in that select group year after year? Adam Hartung can show you how to make that happen.

## ADAM'S BACKGROUND

For more than 25 years, Adam Hartung has helped companies — including DuPont, PepsiCo, General Dynamics, Deutsche Telecom, Air Canada, Honeywell, BancOne, Subaru of America, Kraft, 3M and Proctor & Gamble — find growth opportunities and achieve breakthrough success. He understands the real world of business, in small and large organizations, and knows what it takes to get companies doing the right things fast. Adam is a successful entrepreneur, angel investor, and former blue-chip corporate executive, having served as the head of business development for PepsiCo and DuPont. His practical experience is complemented by top academic credentials, including a Harvard MBA with Distinction, and a faculty position at Lake Forest Graduate School of Management. Adam writes a regular column for *Forbes* and *CIO* magazines, and is a contributing editor for the *International Journal of Innovation Science*.



## ADAM'S BOOK

Adam's recently published book, *Create Marketplace Disruption: How to Stay Ahead of the Competition* (FinancialTimes Press), shows leaders and managers how to create evergreen organizations that produce breakthrough results. It was selected as one of the Top 20 Books to read in 2010 by *InfoWorld* and *Network World*.

## KEYNOTE ADDRESSES

### PROFESSIONAL SPEAKING GROUPS

Young Presidents' Organization (YPO)  
Vistage International  
The President's Forum  
Institute for Management Studies (IMS)

### UNIVERSITY GROUPS

University of Chicago  
Harvard Business School  
Massachusetts Institute of Technology  
University of Illinois at Chicago  
Illinois Institute of Technology  
Indian Institute of Technology  
Washington University  
Lake Forest Graduate School of Management  
Keller Graduate School of Management

### PROFESSIONAL ASSOCIATIONS

Association for Corporate Growth  
Association of Strategic Planners  
American Institute of Technology Professionals  
Association of Direct Marketers  
American Marketing Association  
Financial Executives International  
Hydraulic Institute of America  
International Executives Group  
International Technology Associates  
Marketing Executives Network Group  
National Fluid Sealing Association  
Product Development Managers Association  
Professional Conference Management Association  
Technology Leaders Association  
The Scanlon Leadership Institute

### CORPORATE EVENTS

Motorola R&D Conference  
Motorola Distributors Conference  
Zebra Technologies Key Customer Conference  
Computer Sciences Corporation Executive Exchange  
Kemper Leadership Forum  
Euclid Industries Management Retreat  
Flowserve Strategy Summit

**“Adam presented practical, actionable viewpoints to our management team. Using a combination of examples and specific to-dos, he explained how we can avoid a lock-in mindset that has resulted in the downfall of many a company! His engaging style made it easy for our team to internalize the concepts.”**

**Sudhakar Ramakrishna,  
Corporate VP, Home-Networks Mobility,  
Motorola, Inc.**



## ADAM'S MESSAGE

A sought-after public speaker, Adam shows audiences how to find “white space” in their organizations, develop new businesses, create new products and seize previously hidden marketplace opportunities.

If you don't want to repeat poor results from 2009... And you realize that the best practices of yesteryear won't meet your future needs... And you want to know how you can drive your business back to double-digit growth rates in this economy... Then it's time to bring Adam into your organization to start some fresh thinking about growth, strategy and innovation.

Geoffrey Moore, author of the best-selling *Crossing the Chasm*, recommends Adam as the “best new thinking on global competition.” Steve Burke, the CEO of NBC/Comcast says Adam is “thought provoking and entertaining.”

### ADAM'S PRESENTATION

Through a rich collection of case studies and stories, Adam keeps his presentation relevant and focused on your industry, your business, your marketplace. He reveals four steps to innovation that have been proven successful over and over again in a wide variety of industries. Your team and your employees will understand what it takes to turn an organization in a new direction and seize the opportunities in a turbulent market in order to launch new growth and innovation.

Topics include:

- Beating the competition through marketplace disruption.
- Seizing hidden marketplace opportunities.
- The four steps to innovation management, implementation, growth and success post-2009.