

Engage with Product and Innovation Leader Brian Baker

Audience-ready talks:

Inside the 'Innovation Engine'

Get introduced to the only innovation platform in the world with 100% success rate. In this talk, Mr. Baker will share how this method works to consistently discover truly innovative products and services, even in the most competitive global markets.

When failure isn't an option

Bringing a new product to life is a daunting task; and most efforts fail. In this talk Mr. Baker will discuss how the common paradigms of product discovery and delivery are falling short, and how to reverse this trend for your new product idea.

The Silent Revolution

Over 100 *Fortune* companies (Disney, Apple, Nike, IBM, Samsung, GE, etc) have quietly adopted Design Thinking over the last decade. As a group, they are beating the S&P by over 300%. In this talk, Mr. Baker discusses this silent revolution and explains how Design Thinking can bring similar success to your product or service.



Brian Baker is the managing partner of First User Group, one of the most influential Product Strategy and Design firms in the world today. Mr. Baker has won several industry awards, including the coveted 'Best of CES,' 'Red Dot,' and 'Best of' awards from Forbes, Yahoo, and Wired magazines. He also acts as a judge for the CES Innovation Awards and evangelizes great products in talks across the globe. His clients include Toyota, Sony, IKEA, Home Depot and other industry leaders.

Praise for Mr. Baker's talks:

'Mr. Baker is the design guru of choice for the next stage of corporate growth.'

- Mark P., San Francisco

'Really hits home – I may tattoo this info down my arm!'

- Julie P., St. Louis

'This is so wonderful, the presentation still has our team reeling after two weeks!'

- Michelle P., Denver

'Thank you for such an eye-opening perspective; we've tasked a whole team to Brian's suggestions.'

- Clement M., Hong Kong

'In-depth knowledge of customer psychology ... entertaining storytelling ... a memorable evening.'

- Alyson M., Denver

A Selection of Past Engagements

Hong Kong Trade Council
Cisco Systems
Ball Aerospace
Leeds School of Business
Silicon Flatirons
Mechanic's Institute
Various tech groups in Asia and the Middle East
JPMorgan Startup Weeks

firstuser | group
strategy • product • design

TO BOOK MR. BAKER please contact Ben Beierwaltes at ben@FirstUserGroup.com