



# BHALLA

KEEPING INNOVATION FLOWING

## GAURAV BHALLA

Believing that *knowledge is power*, Gaurav Bhalla decided to march to a different drummer. He left a lucrative global corporate position and committed himself to a life of experimentation; the application of cutting edge knowledge to solving complex business problems.

Known as a thinker, doer and teacher, he now inspires others to experience and see the world through different filters. With his passion for collaboration, knowledge application, learning from experience and continuous personal growth, he knows how to ask corporations those difficult questions that help change an organization's future landscape.



Gaurav Bhalla has held innovation, strategy and brand marketing positions at companies such as Nestle, Richardson Vicks (P&G), TNS and Passenger, and has consulted with large Fortune 500 clients in the Pharmaceuticals (GSK, Pfizer, B-MS), Technology/Telecom (AT&T, Motorola, Microsoft, Analog Devices) and Finance sectors (Capital One, Nasdaq, Citi), and has taught executive MBA courses at Duke University, Indian School of Business, and Singapore Management University.

His leading edge thinking is reflected in his HBR article "Rethinking Marketing" and his book "Collaboration and Co-Creation: New Platforms for Marketing and Innovation," which has drawn audiences in more than 15 countries and which is currently being translated into Korean.



## Speaking Services

Gaurav Bhalla is a battle tested global consultant, educator, and thought leader as well as a captivating speaker. Not merely a professional speaker who dabbles in business.

Gaurav's passion for what's important - innovation and the creation of compelling customer value - along with his ability to fuse deep knowledge with global experience have made him an in-demand speaker and consultant for organizations around the world.

He appreciates each opportunity to share his thoughts and ideas with audiences and reciprocates by customizing his content and flow of topics to fit his clients' unique and specific business objectives.

*Example: IBM, AARP, and the city of Rio, all want to develop new and compelling services for their customers. But their contexts are different. It may be cloud computing for IBM, coping with social isolation for AARP, and the 2016 Olympics for Rio. Clearly, while the subject and theme are consistent, the same presentation will not do; customization is essential.*

Gaurav's three most requested presentations and keynotes are:



**Your # 1 Priority:  
Innovate Continuously**



**Self-Centered or Customer-Centered:  
Where Do You Stand?**



**Win Customers' Hearts:  
Listen, Engage, Respond**