

IN90 PRO

Transform your ideas to reality in 90 days.



Kurt Baumberger

Kurt started his career on Madison Avenue in Manhattan where he helped launch well-known brands such as Advil and USA TODAY. He then worked at The Coca-Cola Company where he built the promotional relationship with the Michael Jordan led Chicago Bulls, launched the PowerAde brand in the U.S. and worked on the Wendy's International account.

Kurt then became an entrepreneur working with an Israeli startup company that created 3-D shopping experiences for brands like Coach, Neiman Marcus, and Manolo Blahnik. His next startup allowed franchisers to produce local store marketing promotions using his print-on-demand system.

Next, he started a company in Silicon Valley working with SEGA, Atari, Electronic Arts, and Xbox to publish games for mobile phones. Kurt's next startup sought to displace car salesmen at Dealerships and became a sought after speaker after he wrote a book about his experiences called *Adapt or Die: How The Internet Is Killing Dealer Profits And What To Do About It*.

His experience with large organizations in multiple industries demonstrated a need for a structured process to organize the messiness of innovation. He tested and refined his methodology and techniques while working on the launch of the Nissan LEAF and several consumer product brands. Kurt captured his findings and proven "best practices" in his latest book, *Innovation Navigation: How To Get From Idea To Reality In 90 Days*.

Kurt now teaches Executive Education at the Duke University Innovation and Entrepreneurship Initiative. His firm is the exclusive education partner of the American Hospital Association providing innovation boot camps and coaching to their 5,000+ U.S. healthcare members.

Kurt graduated from the College of William and Mary with a Psychology degree. He earned an MBA at Duke University where he launched the Duke MBA Games for Special Olympics which has raised over \$2 million for Special Olympians.