

Jeffrey Baumgartner

Founder/Managing Director at Jpb.com

Brussels, , BE

Hyperactive, thought provoking speaker on creative thinking

Biography

Jeffrey has led an eclectic life rich in experience, including...

- A degree in fine arts in London.
- Certification to teach English as a foreign language.
- Setting up three companies on two continents.
- Reinventing two of those businesses.
- Writing regular columns for two leading Asian magazines.
- Launching one of Thailand's first Internet companies.
- Conceiving and overseeing the development of many companies' first web sites.
- Overseeing the development of the first original Thai language CD-ROM.
- Successfully marketing small businesses on-line in the mid 90s.
- Advising the European Commission on promoting e-commerce to small and medium sized businesses.
- Being an e-business consultant.
- Inventing Jenni innovation process management software.
- Launching the Brussels Imagination Club (together with Andy Whittle).
- Writing the book *The Way of the Innovation Master*.
- Writing magazine articles, book chapters and a business encyclopaedia entry.
- And more. More than he can remember actually.

Jeffrey has worked with organisations as diverse as The Nation Publishing Group, Coldwell Banker, Business Venture Promotion, Thai Danu Bank, The European Commission, Toyota, Yamaha, Canon, PepsiCo, Southeast Water, Powercor, Dexia and countless more, big and small. He has worked and lived in the USA, UK, Portugal, Germany, Thailand and Belgium.

Presently, Jeffrey is focusing on advising and training individuals, teams and organisations on how to improve their creative thinking skills in order to solve problems and enable their companies to innovate more effectively. But more than anything else, Jeffrey would like to work with you! So contact him to chat about how you, your colleagues and he can do great, creative things together.

Jeffrey's publications include:

The Way of the Innovation Master (Book) December 2010

"Open Innovation for Small Companies", article in *Management Today* magazine, July 2011

"Use Both Sides of Your Brain", article in *Innov8t Magazine*, May 2011

Report 103, web based journal on business creativity and innovation, 2004-present.

"Idea Management", Chapter in *Wiley International Encyclopedia of Marketing*, edited by N. Jagdish Sheth and Naresh K. Malhotra, Wiley-Blackwell, 2010

"The Corporate Innovation Machine", Chapter in *Ideas, Creativity and Innovation*, Edited by P.S. Gopalakrishnan, ICFAI Press, 2008

And many more!

Availability

Author Appearance

Industry Expertise

Training and Development, Management Consulting, Writing and Editing, Information Technology and Services, Research

Areas of Expertise

Creative Thinking, Business Innovation

Sample Talks

Anticonventional Thinking

Anticonventional thinking is about purposefully rejecting conventional thinking in favour of taking an unconventional approach to problem solving. Anticonventional thinking is not just about generating new ideas, it is a comprehensive approach that is about how you view and question issues, insights and how you generate ideas. In short Anticonventional thinking teaches you how to think like a creative genius!

Event Appearances

Title

European Conference on Creativity and Innovation

Title

South Africa Innovation Summit

Title

Brussels Imagination Club

Title

Brussels Imagination Club

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