

# James Taylor

Global Keynote Speaker and Entrepreneur

Innovation and SuperCreativity  
in the Age of AI

*On a mission to help people and  
organizations maximize, market  
and monetize their creativity.*



# James Taylor

## his background

James Taylor M.B.A. F.R.S.A. started his career managing high profile rock stars. He is now an **in-demand keynote speaker** and **internationally recognized leader in business creativity and innovation**.

For over 20 years, he has been advising CEO's, entrepreneurs, educators, governments and leaders from Silicon Valley to Singapore on how to build innovative organizations, **unlock creative potential, and increase productivity**.

As the **founder of C.SCHOOL™** and the host of **multiple global summits** he has personally **interviewed over 500 of the world's leading creative minds** including Silicon Valley tech CEO's, New York Times bestselling authors, and artificial intelligence pioneers. Hundreds of thousands of people in over 120 countries have learned about creativity and innovation through his online courses, videos, media interviews and keynote speeches.



# James Taylor

## Speaking Topics

### **SUPERCREATIVITY™:**

*Augmenting Human Creativity In The Age Of Artificial Intelligence*

Business is changing at the speed of light. In this new world, one where McKinsey & Co predict that 45 percent of jobs will be automated in the next 20 years, there is one distinctly human competitive advantage you and your people must leverage – your creativity. In this tailored, entertaining and highly visual one-of-a-kind keynote, James Taylor takes the audience on a journey to discover the backstage secrets of the world's most creative individuals and innovative organizations.

### **Centaur Marketing:**

*Augmenting Human Marketers In The Age Of Artificial Intelligence*

Discover the backstage secrets of how the world's most innovative companies are combing human creativity with artificial intelligence and automation to shorten the sales cycle, understand customers and build brand loyalty. In this content-rich session James Taylor will share the stories, strategies and tactics which have helped global brands, marketers and sales teams use conversational marketing to generate tens of millions of dollars in online and offline sales.



### **Building A Creative Company**

*Culture - What We Can Learn From The World's Most Innovative Places*

What can today's organisations learn from the world's most creative places? James Taylor takes the audience on a journey to discover why creative genius and innovation flourished in certain cities and what companies can learn from the world's most innovative places and creative cultures.

### **WORKSHOP: 'Unlock Your Creativity'**

This half day or one day workshop will help your people unlock their creative potential, solve problems and do more innovative work.

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## key facts

### Currently ...

- Global Keynote Speaker on **Creativity and Innovation**
- Founder of **C,SCHOOL**
- A Fellow of the prestigious **Royal Society of the Arts**
- **Author** of 'SUPERCREATIVITY - Augmenting Human Creativity In The Age Of Artificial Intelligence'.

### Formerly ...

- Masters degree in Business Administration (M.B.A)

Flies from **Scotland, UK**



Speaks to audiences around the world, addressing conferences, client forums and leadership development meetings

# James Taylor

## What people say

*“James Taylor is more than a great keynote and facilitator. He’s a great partner who truly cares about your business, your goals and your audience. He tailors his message to your end user, he creates videos and marketing materials to help promote your event and he shares knowledge and best practices he’s encountered that can help you host better meetings.”*

**Jessie States, Head of Meeting Innovation, Meeting Professionals International**

*“James Taylor was a fantastic keynote speaker. His presentation was an insightful and entertaining closing keynote for the event audience. James also hosted a small group presentation for the G3 Company Sales Meeting earlier in the year that was also great. If you are looking for a speaker to inspire your employees to “reclaim their creativity” look no further than James Taylor.”*

**Kristi Kawana, Events & Marketing Director, B2B Marketing Exchange Conference**

*“James was one of my all-time favorite speakers. He has an unusually broad understanding of how to build a business. James is the total package. I look forward to hearing him speak again someday soon.”*

**Anne Holland, President, MarketingSherpa, a division of MEC Labs**



## Useful links for James Taylor:

- TIB Speaker Web Page >> [Go to Webpage](#)
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thought-provoking • lively • entertaining



Andrew Vine  
CEO  
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Appointed Agency

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