



# Guy Kawasaki

Leading Expert on New Technologies



## CSA CELEBRITY SPEAKERS

Guy Kawasaki was the chief evangelist of Apple and a trustee of the Wikimedia Foundation. Guy is the chief evangelist of Canva, an online graphic design tool. He is a brand ambassador for Mercedes-Benz and an executive fellow of the Haas School of Business (UC Berkeley).

"A Silicon Valley veteran with experience at Apple and Google"

### Im Einzelnen

Guy has a B.A. from Stanford University and an M.B.A. from UCLA as well as an honorary doctorate from Babson College. He provides companies with his highly successful blueprint for competing with other organisations for customer attention, dollars and loyalty. Guy has over thirty years of experience with creating innovative products and services and going to market. The quality that separates Guy from other speakers is his willingness to understand your business and your event and then customize his speech for you.

### Seine Vorträge

Guy Kawasaki's in-depth knowledge of high-tech industries combined with years of management experience enables him to address a wide range of audiences. His particular strength is the ability to quickly understand diverse industries and incorporate his pre-existing knowledge into a highly relevant speech.

### Sein Vortragstil

An insightful and entertaining speaker, Guy is pure onstage magic. Guy's passion for enchantment coupled with his quick wit brings smiles and applause from everyone in the room.

### Themen

Innovation  
Creativity  
The Art of Enchantment  
The Art of Social Media  
The Lessons of Steve Jobs

### Sprachen

He presents in English.

### Möchten Sie mehr erfahren?

Für ausführlichere Informationen rufen Sie uns bitte an oder schicken Sie uns eine E-Mail.

### Wie können Sie den Redner buchen?

Per Telefon oder E-Mail.

### Publikationen

#### 2019

Wise Guy

#### 2015

The Art of the Start 2.0

#### 2014

The Art of Social Media: Power Tips for Power Users

#### 2012

Enchantment: The Art of Changing Hearts, Minds and Actions

What the Plus!: Google+ for the Rest of Us

#### 2011

Reality Check: The Irreverent Guide to Outsmarting, Outmanaging, and Outmarketing Your Competition

#### 2000

Rules for Revolutionaries