



# Larry Huston

Thought Leader of Open Innovation



## CSA CELEBRITY SPEAKERS

As former Vice President of Innovation for Procter & Gamble, Larry Huston was responsible for the company's global Connect and Develop program which led to P&G's successful transfer of over 50% of its new business innovation to external sources. Larry Huston is a leading practitioner of connected innovation and is now managing partner of strategy consultancy 4INNO.

**"Asking new questions is the key to truly successful innovation"**

### In detail

Larry is recognised globally for his radical business innovation model, 'Connect and Develop' which turbocharged more than 250 Procter and Gamble products into the marketplace, generated billions of sales and increased the P&G's figure of insourced innovation from 15% in 2000 to a remarkable 50% today.

### What he offers you

Larry shares with his audiences his highly effective Connect and Develop business innovation model. His insights on how to successfully revamp product innovation strategies and concept development are invaluable. His extensive experience and sound advice are hugely beneficial to businesses and organisations worldwide.

### How he presents

Larry has a wonderfully down to earth and approachable presenting style with genuine and evident enthusiasm for his field. These characteristics mixed with his outstanding knowledge contribute to his truly unforgettable presentations.

### Languages

Larry presents in English.

### Want to know more?

Give us a call or send us an e-mail to find out exactly what he could bring to your event.

### How to book him?

Simply phone, fax or e-mail us.



[watch video](#)

## Topics

Global Innovation Strategies  
Global Brand Development  
Leadership and Innovation  
Creating Growth Platforms  
The Procter and Gamble Story  
Creating Value for Consumers  
Creating Global Innovation Infrastructures