



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).

### TOPICS:

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

### LANGUAGES:

He presents in English.

### PUBLICATIONS:

- 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

### IN DETAIL:

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.

### WHAT HE OFFERS YOU:

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.

### HOW HE PRESENTS:

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.