

Ted Curtin

Chief Innovation Officer at ProdigyWorks

NEW YORK, NY, US

Global Innovator ? Marketer ? Adventurer ? Tinkerer ? Speaker ? Explorer ? Pushing Organizations and Audiences Way Outside of the Box!

Biography

Ted is a strategic global marketing and innovation leader with more than 25 years of experience encompassing brand innovation, insights, experiential marketing, brand licensing and consumer activation across a number of categories and industry verticals. Ted is the Chief Innovation Officer at ProdigyWorks, a creative ideation and innovation lab that grew out of a partnership with Mensa 20 years ago. ProdigyWorks' unique approach to breakthrough innovation comes from their exclusive global network of High-IQ and creative geniuses. From this robust Mensa-based network, Ted and his team combine the perfect mix of diverse thinkers to successfully tackle new product development, process innovation, brand extension as well as product naming initiatives for some of the world's biggest companies and best-loved brands. The companies ProdigyWorks partners with span consumer and B2B verticals including HP, Coca-Cola, Bayer Healthcare, Chick-fil-A, Mondelez, Kellogg's, P&G, Nestle, Chili's, Chase, Unilever, Pfizer, Kraft Foods, New Balance, Heineken, Bazooka Candy Brands, MetLife, Georgia Pacific, Newman's Own, Coppertone, Kimberly Clark, Johnsonville Sausage, Boston Beer, AT&T, Arm & Hammer and more. Audiences benefit from Ted's passion for accelerating innovation, pushing creative boundaries, and moving companies ahead of competitors by tapping into high-level cognitive and cultural diversity. Ted's ability to address real-world examples of disruptive innovation success across a variety of industries makes him extremely relevant to a range of marketing and business executives at conferences and events ranging from CES Las Vegas, PlayCon San Francisco, Sweets & Snacks Expo Chicago, LES Vancouver, Licensing International Expo Las Vegas, Toy Fair New York, MRII Global, ESOMAR Insights, and more. In addition to an MBA from Pace University, Ted is an international speaker and Faculty Member of The Association of Strategic Marketing and former Board Member for the American Marketing Association's Executive Circle. He is a noted thought leader on innovation, brand strategy, and consumer engagement and has been published more than 50 times in various marketing and industry publications.

Availability

Keynote, Moderator, Panelist, Workshop, Host/MC

Industry Expertise

Advertising/Marketing, Consumer Goods, Food and Beverages, Corporate Leadership, Consumer Services, Leisure / Recreation, Travel and Tourism, Banking

Areas of Expertise

Innovation, Brand Strategy, Cross-Channel Brand Engagement, Creating Great Customer Experiences

Sample Talks

Our Customers are Mobile - Why Isn't Our Brand?

Mobile phones have evolved from simple communication devices to the new way we connect with information and each other. If you're not connecting with your customers where and when it matters most to them, you're risking irrelevance.

K.I.S.S. - 'Keep It Social, Stupid'

Engaging and entertaining look at the challenges organizations face when trying to harness the power and reach of social media. This presentation tackles the obstacles organizations face trying to integrate the dynamic customer-centric social message with traditional marketing initiatives.

Education

Pace University - Lubin School of Business

Masters of Business Administration MBA - Marketing Management

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