



With \$200, a bicycle and a subsequent collaboration with Best Buy, **Robert Stephens** transformed the small, cryptic world of tech support and made it glamorous and accessible, when he founded The Geek Squad in 1994. Charming and wildly insightful, with proven business savvy and an inspiring story of entrepreneurship, he captivates audiences with exciting perspectives on advancing technology, smart marketing and thoughtful business strategy, and what he thinks is the next “big thing.”

In 1990, Stephens left the Art Institute of Chicago to pursue his passion for all things technical and a degree in computer science at the University of Minnesota. As a student, he landed a job fixing computers at the Human Factors Research Laboratory and within three years, rose to head engineer. In 1994, he started a computer consulting business called The Geek Squad, which he grew until 2002, when he sold it to Best Buy. Since then, The Geek Squad has become the world’s preeminent tech support service, with over 20,000 global agents, with Stephens’ story featured by leading media outlets, including CNN, Newsweek, Fast Company, The Wall Street Journal and Rolling Stone. Stephens served as CEO of The Geek Squad and CTO for Best Buy until 2012.

The author of The Geek Squad Guide to Solving Any Computer Glitch, Stephens was applauded for creating a manual using plain language, and demystifying the most commonly used hardware and software, including quick fixes to common glitches and smart maintenance advice.

Stephens offers stimulating insight on innovation, marketing, customer experiences and upcoming trends, and inspires audiences with what is possible when you have passion, \$200 and a crazy idea!

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Robert Stephens

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