



Drew Boyd is co-author of *Inside the Box: A Proven System of Creativity for Breakthrough Results*. He is a recognized authority, thought leader, educator and practitioner in the fields of innovation, persuasion and social media. He is the executive director of the Master of Science in Marketing Program and assistant professor of Marketing and Innovation at the University of Cincinnati.

Boyd spent 17 years with Johnson & Johnson in marketing, mergers & acquisitions, and international development. He founded and directed J&J's acclaimed Marketing Mastery Program, an internal "marketing university" benchmarked by companies such as GE, P&G, Kraft and Merck. Boyd's focus was on raising competencies in the areas of strategic marketing, market management and new product innovation. Of particular focus was teaching employees how to systematically invent new medical products and integrate the inventions into long-range strategic plans. Boyd is an inventor himself, earning his first patent for a device that makes spine surgery easier.

Before Johnson & Johnson, Boyd spent ten years with United Airlines, in sales, marketing and strategic planning. Boyd was one of the early pioneers of strategic partnerships between carriers that led to the creation of the Star Alliance. Boyd served as an officer in the United States Air Force and completed a distinguished tour of duty as a crew commander in the Nuclear Missile Force and a war planning officer of the Strategic Air Command. He was top Minuteman III Crew Commander in the "Top Gun" competition in 1980.

Boyd graduated from the United States Air Force Academy in 1976 with a Bachelor of Science degree in Management Science and Operations Research. He earned a Master of Business A...

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Speech Topics

- ▢ Social Media
- ▢ Leadership
- ▢ Keynote
- ▢ Innovation
- ▢ Creativity
- ▢ Change



Testimonials

▢ Drew was fantastic because he engages and surprises the audience with a very unique message about innovation. Our team was thrilled with the program. In fact it was the first time my team has ever discussed the speaker after the actual event. A sign that Drew reached them! ▢

- Global Account Executive, Marriott International INC..

▢ Drew Boyd's presentation was very interesting and thought provoking. He inspired the audience with his useful business solutions. ▢

- National Coil Coating Association.