



Navi Radjou is an innovation and leadership thinker based in Silicon Valley. Drawing on his Indian upbringing, he was the first (with his co-authors) to capture the phenomenon of *jugaad*—a Hindi word for improvised solutions born out of ingenuity in resource constrained settings. His first book, a global bestseller of the same name, *Jugaad Innovation*, shows how companies and entrepreneurs can unleash and harness the grassroots ingenuity of employees, customers, and partners to co-create simple but effective solutions that deliver greater value at a lower cost.

Throughout the two decades of his career—spanning the public sector to market research and then as an academic and author—Navi’s ideas have been shaped by his eclectic cultural background including his Indian roots, his French education, and his current Silicon Valley milieu.

Navi’s most recent book, published by The Economist in 2015, is *Frugal Innovation: How To Do More With Less* (with a foreword by Paul Polman, CEO, Unilever), shows how companies can innovate faster, better, and more sustainably in today’s customer-driven economy shaped by climate change. It won the *CMI Management Book of the Year 2016 Award*. Navi is also co-author of *From Smart To Wise*, a book on next generation leadership that CEO coach Marshall Goldsmith calls “fascinating” and PepsiCo CEO Indra Nooyi views as “a practical guide for accelerating your own wise leadership development.”

More recently, Navi has been expanding on the concept and practice of frugal innovation well beyond the economic realm to solve our toughest social, environmental, and public policy challenges. His next book, *The Rise of the Frugal Society: Reinventing How We Create, Consume...*

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Speech Topics

- Technology
- Leadership
- Innovation

