



Empowering and Motivating You to Succeed!

Len Ferman's Profile

Travels from Jacksonville, FL, USA



Len Ferman is an adjunct professor of marketing at the University of North Florida where he teaches courses that he created on business innovation. In addition he is the founder and Managing Director of Ferman Innovation. He is a certified ideation facilitator and helps companies generate and evaluate breakthrough growth ideas. Len developed the Idea Tournament™ process to select optimal ideas for development.

Prior to founding Ferman Innovation, Len spent 25 years managing innovation for Fortune 100 companies. In his most recent role, Len led the front end of innovation and served as head of ideation at Bank of America.

Len is a frequent speaker at major business conferences. In 2014, Len was a keynote speaker at the Total Customer Experience Leaders' Summit on the topic of leveraging innovation to improve the customer experience. In addition he spoke at the Front End of Innovation conference.

Len is also a world champion "juggler" (running while juggling). He incorporates juggling into his innovation speaking program, making for a dynamic, interactive and informative presentation.

Additional career highlights include:

- Two Masters Degrees from Duke University (M.B.A. in Marketing and a Master's in Economics)
- Part of the team that launched the highly acclaimed AT&T Universal Card
- Launched Visa TravelMoney for Barnett Bank, one of the world's first prepaid cards
- Developed the first check image ATM at Barnett Bank
- Launched the Business Check Card product for Bank of America
- Instrumental in the development of many online and mobile banking initiatives at Bank of America

Specialties: Innovation; Goal Setting; Team Building; Productivity and Efficiency Improvement; Teaching Anyone to Juggle

Target audiences: Corporations; Non-profit organizations; Large groups; Conferences

Topics Include:

How to survive 21st century business life

21st century business life requires everyone to juggle multiple programs, projects and roles. Audience members will learn how to do this with the optimal efficiency in a fun and inspirational way by learning how to actually juggle.

Audience benefits:

- Practical takeaways on how to become more efficient and productive in your everyday business and personal life
- Knowledge of how to innovate to improve your personal and team performance
- Learn to juggle!

Please call for fees

Testimonial:

"Len, I'll definitely keep you in mind for future projects. Your presentation was the best I saw at the conference, from an informative, creativity and entertainment perspective. I still have my juggling scarves!"

Barry Davis, Owner
Novel Agent Consulting

For Further Information or to Book
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