

# GREGGORY R. GARRETT

Greggory R. Garrett is a dynamic and experienced international speaker who brings passion and an engaging style to discussions. Having addressed audiences from 20 to upwards of 1500 people in public and private/corporate events, Gregg is at his best when he can focus on industry shaping transformational topics.

Gregg is currently the CEO and president of CGS Advisors, LLC. For the last 15 years he has pushed the limits of corporate cultures by developing and implementing unique market-based strategies. He is a visionary leader who prides himself in recognizing commonsense solutions for complex problems and motivating teams to reach well beyond the typical boundaries to achieve greatness.

Prior to launching CGS Advisors, Gregg was the Chief Strategy Officer for IT & Innovation at Volkswagen Group of America. As such, he developed and led the Strategy and Innovation practice for one of the largest automotive companies in the world. His teams defined the corporation's strategy for how to apply IT; developed and managed innovation programs focused on "the connected world"; and managed a set of support functions including market research, business planning, and a corporate venture capital program.

Before his time at Volkswagen, Mr. Garrett led the development and execution of the corporate strategy department and reestablished and operated the Marketing and Business Development functions as a Sr. Vice President for T-Systems North America (Deutsche Telekom's business division). Before assuming this role, Gregg led and was part of consulting group for gedas USA and Ernst & Young LLC.

Gregg's academic training includes a Masters in Business Administration from Michigan State's Broad School for Executive Management, and a bachelors of science in Systems Engineering from Oakland University, as well as certificates from Upsalla University (Sweden) and the Helsinki School of Economics (Finland).

Gregg is a "maker". He founded his first firm at the age of 16. Gregg founded a collegiate lacrosse program by 20. And his first industry consortium by 29. Gregg is a teacher. He has authored a Harvard Business School case, key noted and spoken at over 50 global conferences, and continues to guest lecture at several business and engineering schools. Gregg loves to lead. He sits on several corporate advisor boards, chairs a not for profit association, and has been coaching lacrosse since he was 14.

Gregg's unique blend of professional management experiences in corporate settings, entrepreneurship, systemic understanding of enterprises, and knowledge of upcoming technologies makes him passionate about how two distinct things:

- The Connected World – similar to how the Internet has effected how people communicate from the 90s to today, the ultra connected environment of people AND products will revolutionize the world economy over the next 10 years.
- People – The best strategies are useless unless people are motivated to understand and implement them.





### Recent Topics

- Competing in a Ultra Connected World: Similar to how the Internet has effected how people communicate from the 90s to today, the ultra-connected environment of people AND products will revolutionize the world economy over the next 10 years. Derivations include:
  - The Connected Consumer – Social media is just the beginning, not the end for how to speak with
  - Join the Service – Products are becoming services, and your firm better be ready.
  - Mega-markets with Micro-Segmentation— The consumer electronic industry has disrupted product development across all industries, what to do about it!
- Intrapreneurialism: Innovation in Corporate Environments – Successful innovation occurs in establish corporations by learning to successfully be disruptive, not destructive!
- Architecting Strategic Change—Discuss how every formulated strategy is constrained by the current structure. Then explore a case study of how to recognize and manage structural change consistent with your strategy.

### Examples of Past Speaking Engagements

#### General Leadership Events

- Connected World Magazine Conference (Chicago)
- Rust Belt to Artist Belt Panel Discussion (Detroit)
- SAE Annual Conference (Detroit)
- Harvard Business School - Strategy Case (Boston)
- Boston University—Innovation Case (Boston)
- Applied Technology in Business Conference (Detroit)

#### IT Leadership Events

- Nikkei CIO Conference (Japan)
- CIO US (San Diego, Miami)
- US Navy CIO Conference (D.C.)
- Society for Info Mgmt Meeting (Detroit)
- GCN EA Conference (D.C.)
- American Council for Tech (D.C.)
- DAMA Membership Meeting (Arizona)



#### More information:

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