

Greggory R. Garrett

Founder | Chief Innovation Officer | Mentor | Angel Investor

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 of CGS Advisors, LLC. For the last 20 years he has pushed the limits of corporate cultures by formulating and implementing unique market-disrupting strategies. He is a visionary leader who prides himself in recognizing commonsense solutions for complex problems and supports “Corporate Bravery” by motivating teams to reach well beyond the typical boundaries to achieve greatness.

Recently, Gregg has lead the launch of Connected Detroit Innovates a cross industry consortium of chief innovation officers who are committed to collaborating to succeed in the connected world.

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 Master in Business Administration from Michigan State’s Broad School for Executive Management, and a Bachelor 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 is an adjunct faculty and lecturer 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 affected 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.



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innovate | connect | grow

Recent Topics

Competing in a Ultra Connected World: Similar to how the Internet has affected 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 effectively interact with the modern day consumer.
- **Join the Service –**
Products are becoming services, and your firm had better be ready.
- **Mega-markets with Micro-Segmentation—**
The consumer electronic industry has disrupted product design and development across all industries, what to do about it!

Collaborative Innovation: The Key Capability of the Connected Era— Innovation that matters is often found in the whitespace between industries. Innovating together is the only way to succeed.

Intrapreneurialism: Innovation in Corporate Environments— Successful innovation occurs in established corporations by learning to successfully be disruptive, not destructive!



Examples of Past Speaking Engagements

General Leadership Events

- Ignite Automotive (Detroit)
- Crain's & Opportunity Detroit Conf (Detroit)
- Rust Belt to Artist Belt Panel Discussion (Detroit)
- SAE Annual Conference (Detroit)
- Harvard Business School - Strategy Case (Boston)
- Boston University—Innovation Lecture (Boston)
- Oakland University—Honors Colloquium (Detroit)
- Michigan State University—Business Breakfast
- Applied Technology in Business Conference (Detroit)



IT & Connected Leadership Events

- TEDx (Detroit)
- IoT Evolution (Miami & Las Vegas)
- Connected World Magazine Conf (Chicago)
- HMG CIO Leadership Conf. (Detroit)
- Nikkei CIO Conference (Tokyo, 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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