



# ANNETTE MOSER-WELLMAN

is one of the world's leading experts on innovation. Her company, FireMark Inc., works with leaders of Fortune 500 firms to create market breakthroughs. She has taught thousands of business managers how to use her model for creative thinking and apply it to develop new products and services. Annette's clients include; The Coca-Cola Company, The Starbucks Coffee Company, Kraft Foods, Georgia-Pacific, The Ford Motor Company and many more.

Based on her research of creative genius in the arts and sciences, Annette's book *The Five Faces of Genius: Creative Thinking Styles to Succeed at Work* (Viking/Penguin) demonstrates how business people can learn how to invent from the greats of history. She developed a profiling tool to assist managers in understanding their personal creative style and become inventors.

In addition to speaking engagements for corporate and public audiences, Annette consults with firms on bringing innovation to organizations. She works with management to optimize creativity and develop new ideas for today's rapidly changing marketplace. She specializes in finding the intersection between future trends and new business invention. Her proprietary process, The Legacy Project, coaches senior leadership on how to utilize their personal genius to reinvent the firm and the market.

Annette is an entrepreneur and has created many businesses, including [www.brainslam.com](http://www.brainslam.com) – an on-line library of inspirational messages from thought-leaders around the world. These messages are designed to be downloaded to iPod or mp3 players and are used to charge the brain and reinvent thought patterns.

Annette holds an MBA from the University of Chicago and a Masters of Divinity from Princeton Theological Seminary. Her undergraduate degree was in Art and she has had an abiding interest in the lives of creative individuals. Annette's passion is to help others find their genius and use it to transform the world.