



HOW CEOs GROW INNOVATION by Kathy Graham

- **CREST SPINBRUSH:** sold to P&G in 2001, generating \$200M in annual sales in +35 countries & is still one of the most popular battery powered toothbrush brands—now owned by Church & Dwight.
- **THERMOSCAN EAR THERMOMETER:** sold to Braun Gillette & still considered one of the best thermometers in 2020.
- **CARDIOINSIGHT CARDIO MAPPING SYSTEM:** acquired by Medtronic in 2015 with revenue continuing to grow through 2025.

The companies and investor partners with John Nottingham's innovation company, Nottingham Spirk (NS), have earned significant returns—+\$50B to date—and the companies who have acquired NS technologies—as demonstrated by above 3 of his 1,300 patents (of which 95% have been commercialized)—have also earned outsized, significant returns. BOTTOM LINE: John Nottingham is a great source to learn about:

- TOPIC 1: The best ways to continually grow FRESH innovation in your company.
- TOPIC 2: How to manage the risks associated with innovation.
- TOPIC 3: John's favorite inventions and why they're his favorites.
- TOPIC 4: What John sees as the next up-and-coming innovations.

On Wednesday, October 21, 2020 from 4pm CT to 6pm CT (includes optional private chats) hear John discuss these 4 topics and answer your questions. ANA DUTRA, CEO of Mandala Global Advisors—a C-level business consultancy building business growth in 30+ countries—and a NYSE, NASDAQ, and private company Board Director, in addition to being a best-selling author and global Keynote Speaker, will be John's Moderator at this FREE ZOOM EVENT. To gain your free invite, visit bit.ly/TheHQsE5.

At this same event, ANNA CHENG CATALANO, A PUBLIC, PRIVATE, AND NONPROFIT BOARD DIRECTOR for the last 17 years and Co-Founder, World Innovation Network, will speak about how boards can support innovation by creating the right culture, removing barriers, and provoking thought that leads to creativity and challenge. Her Moderator is ANDREA ZOPP, CEO of World Business Chicago—an organization driving inclusive economic growth in North America's global business center—who is also an experienced Board Director, Keynote Speaker, and Subject Matter Expert (SME).

This highly interactive—the audience asks questions throughout—program concludes with a conversation between John and Anna where both Ana and Andrea join them in discussing what's most important to them about innovation at the executive and board level.

At 5:15pm, attendees are sorted into groups they choose or are chosen for them for 45 minutes of private chat room further discussion.

CEOs have an opportunity to be seated in John's private chat discussion AND corporate board directors have an opportunity to be seated in Anna's private chat discussion. See [Flyer](#) for more details; gain an invite at bit.ly/TheHQsE5.