

## James Taylor

**Entrepreneur, Author, and Global Keynote Speaker**  
Founder of C.SCHOOL

Global Speaker on Innovation and SuperCreativity  
in the Age of AI



**On a mission to help people and organizations maximize, market and monetize their creativity.**

### Professional experience

- James Taylor's life mission is to unlock the creative potential in one billion people. For over 20 years, he has been advising CEO's, entrepreneurs, educators, governments and leaders from Silicon Valley to Singapore on how to build innovative organizations, unlock creative potential, and increase productivity.
- As an entrepreneur, he started his first business at age 17, and went on to launch, build and sell businesses in the entertainment, publishing, technology and education industries in both Europe and USA. An entrepreneur with a global outlook he has lived and worked in San Francisco Bay Area, Vancouver, London, Scotland, Italy and Asia. He was awarded the S.D. Southern Prize from Canadian energy services company ATCO and named 'ONTRAprenuer of the Year' from U.S. business and marketing automation leaders ONTRAPORT.
- James is above all a creativity expert: through his writing, podcast show and YouTube series, he's taught hundreds of thousands of individuals in over 120 countries about the art and science of creativity. He is also the founder of C.SCHOOL™ and hosts various global summits.
- He is also an advisor & Business Coach. James has a passion for helping companies, business owners, entrepreneurs and rockstars launch and build innovative products and services. In addition to advising several multinational companies he also coaches a small number of entrepreneurs, thought leaders, executives and professionals on business strategy, innovation and marketing.
- Author of an upcoming book: '*SUPERCREATIVITY - Augmenting Human Creativity In The Age Of Artificial Intelligence*'.

### Sample assignments

- In his tailored, entertaining and highly visual keynotes, James Taylor takes the audience on a journey to discover the backstage secrets of the world's most creative individuals and innovative organizations. Blending inspiring stories, cutting-edge research, and actionable takeaways, he shows how any individual or organization can dramatically increase productivity and innovate by augmenting their human creativity using artificial intelligence
- James has spoken at conferences across North America, Europe, South America, Asia and the Middle East, presenting inspiring keynotes at conferences for business associations, conferences, and client events. He also presents internally or corporate leadership development offsite meetings.

## Sample presentation topics

- **SUPERCREATIVITY™: Augmenting Human Creativity in the Age of Artificial Intelligence:** Business is changing at the speed of light. In this new world, one where McKinsey & Co predict that 45 percent of jobs will be automated in the next 20 years, there is one distinctly human competitive advantage you and your people must leverage – your creativity. In this tailored, entertaining and highly visual one-of-a-kind keynote, James Taylor takes the audience on a journey to discover the backstage secrets of the world's most creative individuals and innovative organizations.
- **Centaur Marketing: Augmenting Human Marketers in the Age of Artificial Intelligence:** Discover the backstage secrets of how the world's most innovative companies are combing human creativity with artificial intelligence and automation to shorten the sales cycle, understand customers and build brand loyalty. In this content-rich session James Taylor will share the stories, strategies and tactics which have helped global brands, marketers and sales teams use conversational marketing to generate tens of millions of dollars in online and offline sales
- **Building A Creative Company Culture: What We Can Learn from The World's Most Innovative Places:**  
What can today's organisations learn from the world's most creative places? James Taylor takes the audience on a journey to discover why creative genius and innovation flourished in certain cities and what companies can learn from the world's most innovative places and creative cultures.
- **WORKSHOP: 'Unlock Your Creativity':**  
This half day or one day workshop will help your people unlock their creative potential, solve problems and do more innovative work.

## James Taylor – Personal Bio-data

- Global Keynote Speaker on Creativity and Innovation
- Founder of C,SCHOOL
- Author of “Augmented Creativity: Becoming SuperCreative in the Age of Artificial Intelligence”
- Fellow of the Royal Society of the Arts (F.R.S.A.)
- Masters in Business Administration

## Client testimonials

- *“James Taylor is more than a great keynote and facilitator. He’s a great partner who truly cares about your business, your goals and your audience. He tailors his message to your end user, he creates videos and marketing materials to help promote your event and he shares knowledge and best practices he’s encountered that can help you host better meetings.”*

**Jessie States, Head of Meeting Innovation, Meeting Professionals International**

- *“James Taylor was a fantastic keynote speaker. His presentation was an insightful and entertaining closing keynote for the event audience. James also hosted a small group presentation for the G3 Company Sales Meeting earlier in the year that was also great. If you are looking for a speaker to inspire your employees to “reclaim their creativity” look no further than James Taylor.”*

**Kristi Kawana, Events & Marketing Director, B2B Marketing Exchange Conference**

- *“James was one of my all-time favorite speakers. He has an unusually broad understanding of how to build a business. James is the total package. I look forward to hearing him speak again someday soon.”*

**Anne Holland, President, MarketingSherpa, a division of MEC Labs**