



# Prof. Richard Florida

Expert on Global Trends & Economics & Author



## CSA CELEBRITY SPEAKERS

Richard Florida is one of the world's leading public intellectuals on economic competitiveness, demographic trends and cultural and technological innovation. He is founder and director of The Creativity Group, an innovative communications and media company and Catalytix, a strategy consulting firm. Richard has written several award winning, global best-sellers including 'The Rise of the Creative Class'. His ideas on the "creative class," commercial innovation and regional development are being used globally to change the way regions and nations do business and transform their economies.

**Richard has recently been named European Ambassador for Creativity and Innovation.**

### In detail

He is currently Director of the Martin Prosperity Institute and Professor of Business and Creativity at the University of Toronto. Previously Richard has held professorships at George Mason University and Carnegie Mellon University and taught as a visiting professor at Harvard and MIT. Richard writes regularly for various publications, is a regular columnist for The Globe and Mail and has been featured as an expert in the media all over the globe.

### What he offers you

Richard explains how to create sustained economic growth through high-tech business and innovative ideas. He provides audiences with critical insights into the social, economic and demographic factors that drive 21st-century organisations in the emerging economy.

### How he presents

Combining in-depth analysis, cutting-edge trends, a fascinating personal story, and just a touch of self-deprecating humour, Richard's presentations are meticulously researched and specifically designed to show businesses how to make the changes necessary to attract and retain creative class employees.

### Topics

- The Flight of the Creative Class
- The Rise of the Creative Class
- Who's Your City
- Regional Development and Prosperity
- Innovation, both in Industry and Elsewhere
- Demographic Trends

### Languages

Richard presents in English.

### Want to know more?

Give us a call or send us an e-mail to find out exactly what he could bring to your event.

### How to book him?

Simply phone, fax or e-mail us.

### Publications

#### 2008

Who's Your City (an amazon.com book of the month)

#### 2005

The Flight of the Creative Class... The New Global Competition for Talent

#### 2004

Cities and the Creative Class

#### 2002

The Rise of the Creative Class

#### 1993

Beyond Mass Production: The Japanese System and Its Transfer to the U.S. (with Martin Kenney)