



Harry Vardis

Director, Center For Business Innovation
Coles College of Business, Kennesaw State University

Harry is a professional facilitator, trainer and consultant in the field of innovation and creative thinking.

He is a lifetime member and a trainer at the Creative Education Foundation and for the past 6 years he is the Director for the Center for Business Innovation and Creativity at the Coles College of Business at Kennesaw State University in Atlanta where he was recently honored with the title "Executive in Residence".

Specific applications of the workshops the center delivers include but are not limited to marketing, sales, strategic planning, project management, architectural design, customer retention and other areas of interest to business managers.

He is the author of two books and numerous papers in innovation and Marketing. His books are:

1. *Creative Thinking Tools, How to ensure a Creativity On Demand Environment in any organization or in your life.* A text book for MBA classes
2. *Potatoes? Not yet! 33 ways to grow and harvest your best ideas,* a book based on the principles of creative thinking.

A recognized expert in innovation and creative thinking, leadership, performance management and change in thinking styles, Harry has spoken at major conferences in the U.S., Canada, South Africa, Italy, Brazil, Chile, Greece and Mexico.

Some of the topics include:

- "Creativity and Innovation as a Competitive Advantage"
- "Zero to 100! Creativity on demand"
- "Upstream/ Downstream positioning"
- "Fight, flight or innovate... it's only your career!"
- "One foot out of the box—A case for left/right brain approach to creative thinking in business"
- "PISCES—a model for applications of creativity in marketing"

Harry is the founder and principle of Creative Focus, Inc. a Market Research consultancy located in Atlanta. Their clients include FORTUNE 500 companies such as AT&T, Verizon Information Systems, Delta Air Lines, Mohawk Industries, Assurant Solutions, Cox Media, Autotrader.com and others.

His passion is delivering seminars that truly change people's lives through innovative thinking. Universities where Harry has introduced his course on innovation are: Emory University, Kennesaw University, Lake Forest Graduate School of Management, University of Illinois, Southern Polytechnic, Albany State University, Anahuac University, and Novartis University

He loves to sail and race sailboats; he indulges in photography and has had 2 exhibitions in Atlanta.

hvardis@kennesaw.edu Tel. 404.285.1086