



VCU Brandcenter Friday Forum

Nov. 30th / 11am - 12:30pm / VCU Commons Theater / 907 Floyd Avenue

Andy Stefanovich

Chief Curator and Provocateur / Prophet



Chief Curator and Provocateur at Prophet, Andy has earned a reputation as one of the most disruptive and effective advisors in business. He has spent the past 20 years helping companies like GE, General Mills, Proctor & Gamble, The United States Olympic Committee, and the Coca Cola Company drive innovation from the inside out -- enriching their people and driving marketplace growth.

Andy's true passion lies in guiding clients through the powerful evolution from inspiration to creativity to innovation. He teaches practical skills, leadership behaviors, and specific processes for developing and implementing ideas at work.

Andy's first book, "Look at More: A Proven Approach to Innovation, Growth and Change" was released in April 2011. "Look at More" reached the INC. best-seller list in May 2011, and was cited in Ad Age as one of "Ten Marketing Books You Should Have Read" in a featured report.

Frequently called upon to share his insights with the media, Andy has been featured on CNBC as a nationally recognized innovation thought leader. He also acts as visiting professor at many leading universities, including Dartmouth, University of Michigan, Duke, University of Richmond, and the Wharton School of Leadership.

In 1990, Andy co-founded Play, a creativity and innovation company that changed the way business does business. While there, he equipped leading companies with ways to inspire their people and generate sustainable innovation. Prophet and Play joined forces in December 2008.

Andy strongly believes in supporting community through education, nonprofit, and civic initiatives including the HYDE school, KaBOOM!, VCCA, HomeAgain and ChildSavers. Andy holds a B.S. from Miami University of Ohio.

Topic / Museum of Life

Descriptor / Creating your gallery of inspiration by "design, delight and doing"