



David Nour

Topics

Business and Management, Economics and Finance, Leadership

Travels From

Georgia

Bio

David Nour is a growth strategist, thought leader, and global keynote speaker on Relationship Economics®, the concept of the quantifiable value of business relationships. Through his best-selling books, compelling speeches, and valuable consulting, David demonstrates how relationships are the greatest off-balance-sheet asset any organization possesses, large or small, public or private. He is a popular speaker and delivers over 50 global keynotes a year explaining the hidden assets of relationships, and the art and science of investing in them. He is CEO of The Nour Group, Inc., a consulting firm that advises top global leaders and boards of corporations, associations, and academic forums on disruptive innovations to fuel their growth. The Nour Group, Inc., has worked with leading global companies such as Disney, Cisco Systems, Deloitte Consulting, Hilton Worldwide, HP, IBM, and more. As a speaker, David examines business relationships, social and mobile disruptive technologies, and adaptive innovation. His keynotes have been heard at top industry summits like Microsoft Worldwide Partner Conference, IBM Smarter Commerce Global Summit, and Marriott Annual GM

Conference, among others. His insights on driving growth through unique return on strategic relationships have been featured in top outlets like *The Wall Street Journal*, *The New York Times*, *Fast Company*, Mashable, CNBC, Knowledge@Wharton, and Associations Now, as well as *Entrepreneur* and *Success* magazines. He also writes a regular column for *The Huffington Post*. His book *Co-Create* is an essential guide showing C-level leaders how to optimize relationships, create market gravity, and greatly increase revenue. In addition to his speaking, writing, and consulting, David has guest lectured at the Goizueta Business School at Emory University and Georgia Tech's College of Management. He serves as the lead independent director on the board of introNetworks, a privately held intelligent community technology firm based in Santa Barbara, Calif. An Eagle Scout, David is involved with the Centennial Scouting movement, Junior Achievement, One Voice – aiming to create peace in the Middle East – and the High Tech Ministries. He is currently an active member of the FBI Citizens' Academy, Association for Corporate Growth (ACG) and the National Association of Corporate Directors (NACD), where he has earned the Governance Fellow accreditation. A native of Iran, David came to the U.S. with just a suitcase, \$100, limited family ties, and no fluency in English. He went on to earn an Executive Master's of Business Administration from the Goizueta Business School at Emory University and a bachelor's degree in management from Georgia State University. David resides in Atlanta, Georgia with his family.

SPEECHES

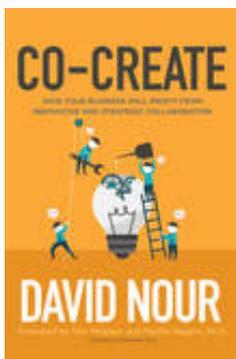
The Co-Create Effect: What Will the Evolution of You, Your Team, and Your Organization Look Like? Individuals, teams, and organizations must balance learning and performing to evolve. That evolution no longer comes from being the smartest in the room but from innovative collaboration with strategic relationships – within and external to the organization. David will explain how co-creating provides the construct, the process, and the tools to help your audience do just that – evolve themselves, their teams, and their organization. Recognized by many past clients as David's best thinking and practical, pragmatic work to date.

Relationship Economics® – The Art & Science of Relationships: Leveraging Your Single Biggest Asset to Driver Performance, Execution, and Results Focus on the quantifiable value of business relationships and provide a systematic process for identifying, building, nurturing, and leveraging personal and professional relationships. David introduces battle-tested best practices, based on his global experiences, along with social science research and hundreds of executive interviews, that bridge the gap between relationship creation and relationship capitalization.

Return on Impact – Disruptive Technologies Impacting Your Business Model: How Will You Adapt to Disruption and Evolve Your Value-Add in the Process? Return on Impact isn't about Facebook, Twitter, or YouTube. It's about socially enabling organizations to listen louder, think faster, and respond to changing market dynamics, helping them reinvent, adapt, and relate in new and powerful ways. David discusses how SMAC (Social, Mobile, Analytics, and Cloud) is swinging the power pendulum in the direction of members and customers, leaving many industries and organizations out of the equation, and how you can get the most return on your business interactions, involvement, image, and impact.

Adaptive Innovation – Adaptable Business Models for Changing Market Demands: From Signal Scouts to “Yes, And” Learning to Drive Creativity, Communication, and Collaboration Create a sustainable competitive advantage, develop a relationship-centric culture, and have the audacity to fail and the ability to learn from those failures. Create greater market value than your competitors, help your channel partners differentiate your unique products or services, and shake up your value chain. It sounds difficult; David makes it simple.

BOOKS



Hardcover

[Co-Create](#) How Your Business Will Profit from Innovative and Strategic Collaboration

St. Martin's Press

In *Co-Create*, David Nour makes the case that co-creation leads to Market Gravity™, a force that attracts stakeholders to your business because they recognize that many others have also united their interests with yours. It's the sense—backed by tangible metrics—that this is bigger than any of us imagined . . . except that you imagined precisely such an outcome. That's the power of co-creation.

REVIEWS: "I've had the pleasure of hearing many great speakers during my 27 years with PMA. So it takes someone exceptional to cut through the clutter and make a unique impression. [David] did that and then some."

- Bryan Silbermann, CAE - President & CEO, Produce Marketing Association

"...I heard [David] speak at the ASAE Annual Meeting in Atlanta. I found [David] to be a gifted professional speaker and dramatically more insightful than most typical associated-related presenters. During our introductory lunch, [David] provided ample value in [his] understanding of our growth challenges and piqued my curiosity to seek [his] advisory services."

- Stefano Bertuzzi, Ph.D, M.P.H. - Executive Director, American Society for Microbiology

"During David's presentation, our audience of more than 700 elected officials and city staff members were extremely engaged, as evident by few distracted mobile users or anyone who left the session early! He used appropriate humor, was personable yet thought provoking in conveying his ideas. Needless to say, David's presentation was the buzz of the conference long after his session."

- Michael Sittig - Executive Director, Florida League of Cities, Inc.