

Jacqueline Byrd, Ph.D.



President & Chief Acceleration Officer of Creatrix, Inc.

As an international consultant, author, speaker and entrepreneur, Dr. Jacqueline Byrd has published and addressed the subjects of innovation, leadership, and entrepreneurship.

She is the brain behind Creatrix™-a tool and process for driving innovation and change focused on releasing and leveraging the innovative power of people within an organization. She is *the co-author of The Innovation Equation* published by John Wiley. She is also the *co-author of the popular booklet: Building Tomorrow's Business Through Innovative Leadership*. Her new book, i5 of Innovation will be released in March of 2012. Dr. Byrd received the 2003 award for Innovator of the Year through Finance and Commerce for her work and development of Creatrix™.

Dr. Byrd has taken the Creatrix™ to new heights, following her father's, Dr Richard E. Byrd, seminal work in the areas of creativity and risk taking, by branding Creatrix, developing an on-line version of the Creatrix Assessment with current translations in five languages, developing a patented e-coaching model, and by working with individuals, teams and entire organizations both nationally and internationally to drive innovation.

There are over 250 consultants, hundreds of organizations worldwide, and thousands of individuals who have used the Creatrix™ platform and process. Some of these organizations include Cargill Corporation, John Deere, Carlson Companies, General Mills, 3m, Siemens, BMW, Roche, the British National Health Service, Laing and O'Rourke, Starkey, State of Minnesota, Land O' Lakes, Moneygram, Yum Brands, Capella University, Great River Energy, Johnson & Johnson and Intel.

Dr. Byrd serves as adjunct graduate faculty for St. Catherine University's Organizational Leadership Program where she currently teaches Innovation and Entrepreneurship.

She has 3 fabulous daughters who always require her to be creative and take risks and a remarkable husband who is Medical Device CEO and lives and breathes the word Entrepreneur!