

# Shed Simove

maverick entrepreneur, product innovator, marketing genius

Prolific entertainer, business speaker, a perpetual marketer, and motivational performer, Shed's expertise in creativity, innovation and idea generation inspires significant, profitable changes that equip audiences with the tools to generate new ideas for increased sales and opportunity. Shed's rousing and inspiring talks showcase his business insight, methods for sales growth, tips for creative thinking and his own entrepreneurial journeys, to deliver to audiences concrete techniques that give any company practical advice to

increase their bottom line. He fervently believes in 'failing upwards' by launching numerous ideas and learning from the amazing experiences they bring, which become the basis of his books, unique humorous shows and corporate speeches on creativity and innovation. Shed is an expert in ideas and often shares his three techniques which he uses to unlock creativity. Shed believes that 'when an idea pops into your head, it can send you on amazing adventures - if you follow the idea all the way through.' Shed has forged a highly innovative merchandising empire

having sold over one and a half million of his products worldwide, including novelty gifts, executive toys, best-selling adult sweets, books and has even created his own currency. Known as 'The Ideas Man', Shed shares his concrete techniques for any audience looking for practical, innovative ideas to energize their organisation to think differently and focus on obtaining huge success. His range and rate of success is vast which make his performances wonderfully motivational and brilliantly entertaining.

## 5 THINGS YOU MIGHT NOT KNOW ABOUT SHED SIMOVE

1. Shed is the proud holder of a U.S. Green Card, granted in recognition of his status as "an Alien of Extraordinary Ability";
2. Was once called "smartest guy ever" by Playboy, and even holds a Guinness World Record for 'the most blank pages in a published book';
3. Has a degree in experimental psychology, which helps people understand the benefits of "failing upwards";
4. Can show how IP patents are a waste of time when the goal is to maximise creative ideas, differentiation and profit, having even created his own dating App called Shinder;
5. Challenged Apple Computer to think differently by creating cheapest not-so-smart watch and 'NotPad' non-digital products, as well as has received cease-and-desist letters from Google, and the British government for creating the world's first inflatable speed camera.



Speaker Reel: <https://youtu.be/IAQ5LWPqdNg>

Dating Mr. Right: <https://youtu.be/UdM6BFShUB8>

BBC Newsnight: <https://youtu.be/kxlOe-Aty-8>



As an event organiser and marketing innovation professional, it was a great honor to listen to Shed's spectacular speech: it was the most inspiring keynote I have ever witnessed on stage.

*Marketing Meet Up, Istanbul*

Flawless speaker and definitely one of the best talks I have experienced anywhere, any time... the best speaker we have had, thought provoking, amazing & very funny.

*Best Western Hotels & Resorts*

