

Leonard Brody

Entrepreneur, Venture Capitalist, Best-selling Author and a Two-Time Emmy Nominated Media Visionary

Please contact a GDA agent for information.

Topics

- Branding & Marketing
- Entrepreneurs
- Navigating Change & Uncertainty
- Technology & STEM
- TED-Talks

About Leonard Brody

Leonard has recently been named one of top 30 management thinkers in the world. He has also been called, "a leader of the new world order". Leonard is an award winning entrepreneur, venture capitalist, best-selling author and a **2 time Emmy nominated media visionary**. Leonard has helped in raising hundreds of millions in capital for startup companies, been through taking a company to a 6 Billion market cap IPO and has been involved in the founding and successful exit of numerous companies to date.

After selling his company in 2009, Leonard became the President of the Innovation and Digital Group for the Anschutz Company, one of the largest live sport and entertainment businesses in the world. The company owns assets such as the O2 Arena in London and Staples Center in LA; sports teams like the Los Angeles Lakers, Los Angeles Galaxy and the Los Angeles Kings, and today, is one of the premiere concert promotion businesses in the world seating hundreds of millions of people a year.

Currently, Leonard is the Co-Founder and Executive Chairman of Caravan, a joint venture with CAA (Creative Artists Agency in LA), the largest sports and entertainment agency in the world, often called "Hollywood's Secret Society". Leonard oversees the building of new ventures for some of the most well-known celebrities and political leaders in the world such as Carrie Underwood, Tom Hanks and President Joe Biden.

He is also one of the proud owners of the professional soccer team Coventry City in England.

Currently, Leonard is authoring a new book in partnership with Forbes Magazine, entitled, "The Great Re:Write" based on the successful documentary series Leonard and Forbes produced which has already garnered an audience of over 7 million in the last year.

Select Keynotes

- **VIRTUAL: Bouncing Back**

Virtual keynote about bouncing back from the Coronavirus pandemic. In this talk, Leonard discusses trends as viewed from a historical framework, which behavioral shifts (such as remote work) will be with us for the long-term and which will fade away. He also discusses the DNA of leaders who have thrived throughout the pandemic.

- **The Great Rewrite**

We're entering a unique moment in human history where we're literally rewriting the planet from the ground up. This reset of the earth's operating system can be viewed as "The Great Rewrite." In this context, this is the earth's fourth such rewrite -- and this time, there's a great sense of urgency for your organization given the rapid pace of technological advancement. Join us for this session to understand The Great Rewrite framework, it's key drivers and examples your organization should consider. We'll look at the coming 24 months through the lens of key technological changes and how they connect with The Great Rewrite. And we'll recommend best practices and benchmarks your organization will need to consider to thrive in this environment.

- **Helping Legacy Brands with Content and Talent**

Leonard is currently the co-founder and executive chairman of Creative Labs, a joint venture with CAA (Creative Artists Agency in LA), the largest



sports and entertainment agency in the world. Leonard oversees the building of new ventures for some of the most well-known celebrities and political leaders in the world. Leonard lends expertise to product innovation to the biggest names in talent and those companies who represent them every single day. Leonard can shed light on how he can make former big and possibly stale brands new.

- **Business and Technology Visionary**

Leonard customizes his talks to address the rapid pace of change, innovation, and disruption specific to his clients' industries. Known as a "leader of the new world order", Leonard was recently named one of the top 30 up and coming management thinkers in the world by Thinkers50, and draws on his extensive experience to help organizations fuel excitement, innovation, and success even in uncertain times.

- **730 Days from Now**

We are standing at one of the most challenging crossroads in human history—one that may not enable our past to predict our future. Technological evolution has, in less than a decade, connected every human being on the planet at the touch of a button. Matched by demographic growth at both ends of the age continuum, we are fundamentally different people than we were only a few years ago. There are three drivers in this maelstrom that, if properly understood, can help one prosper in this chaos—mastering the concepts of the compression of time, the plentitude of access, and the removal of value economics. In this presentation, Brody will help you assemble a plan to master these concepts, to navigate the world around you, and most importantly, to be prepared for the next 730 days of your life.

- **Unrecognizable--The New Us: How the Web and Social Media Have Fundamentally Changed Our Behaviors**

We are living in one of the most complicated and transformative times in human history; a period in time of a magnitude more significant than any other period before it. We have experienced more change in the past 17 years than we saw in the critical 195 years from industrialization to the end of World War II. Technology platforms have unlocked layers of human desire and behaviors that were previously dormant or thought unattainable. We are simply not the same people we were a decade ago. Many of the structures developed around institutions like government, education, human resources, and marketing were fundamentally designed hundreds of years ago and no longer reflect the needs of the people they were intended to serve. As a two-time-E Emmy-nominated entrepreneur, Brody will teach you not only some of the fundamentals of the genre and tricks of the trade, but more importantly, enlighten you about the intricacies and changes of the most important currency in social media—human beings.

Select Book Titles

- **2009:** Everything I Needed to Know About Business ... I Learned from a Canadian
- **2003:** Innovation Nation: Canadian Leadership from Java to Jurassic Park

Select Articles

- [Our World Is In The Midst of Dramatic Change](#)

In this special series, join us on an exploration of profound trends that are rewriting the way we work and live. Technology may be the catalyst of the rewrite, but this is really a deeply human story: How are executives and entrepreneurs, consultants and thought leaders metabolizing dynamic technological advancement to create game-changing innovation for their employees and their customers?

- [Lady Gaga's New Beauty Brand, Haus Laboratories, Will Launch This Month](#)

Leonard's work with talent is evident with promoting Lady Gaga's makeup line.

- [Forbes with KPMG – The Great Rewrite](#)

In July 2016, KPMG partnered with Forbes' BrandProductionsto showcase KPMG's deep expertise across industries and institutions in an exciting, unexpected format. In going beyond being recognized as a global leader in advisory services, KPMG's goal is to drive brand awareness and brand lift of KPMG's subject matter expertise and their Anticipate Tomorrow.

Select Testimonials

Leonard's talk was extremely interesting and thought provoking, the talk delivered very well with some great humor, and very well received by those in the room. Leonard also took the time to adapt the implications of the Great Rewrite to sectors important to our attendees, which helped bring the lessons to them. We heard buzz around rest of the event from it. So we are very happy our end. Definitely a step above your usual 'futurist' trend spotters.

— Director & Editor-in-Chief, GAIM Ops & Private Placements | KNect365