

Peter Cook

Helping you balance the head, heart and soul of your enterprise for sustainable business in a better world. Thought Leader • Speaker • Consultant • Mentor • Scientist • Musician • Author @ Virgin, Bloomsbury, Routledge

Inspirational Leadership

Building Innovation Cultures

Applied Creativity and Improvisation

Embracing, AI, Machines and the 4th Industrial Age

Business Development and Marketing

Leading Change and Transformation

Blending Business and The Blues at Bloomberg



Bloomberg
TELEVISION



Peter Cook helps you navigate uncertain business futures for a better world. He fuses three passions: Business, Science and Music, in 18-year-long overlapping cycles:

- 18 years experience leading science innovation teams to bring life-saving pharmaceuticals to the world, from human Insulin to the first breakthrough Herpes and HIV / AIDS treatments. Many years as an industrial troubleshooter, from Europe to India and the Far East.
- 18 years teaching and writing MBA programmes with 3.5 degrees across multiple fields.
- 18 + years experience as a thought leader, speaker and author, working globally. His books are acclaimed by Tom Peters, Professors Charles Handy, Adrian Furnham and Harvey Goldsmith, the man behind Live Aid. Peter won a prize from Sir Richard Branson for leadership, gaining an exclusive interview with Richard for his 8th book.
- 18 till I die - Composing and producing music: Working with Ozzy Osbourne's guitarist, Meatloaf's singing partner and members of Prince's musical circle.

David Bowie and Reinvention



Disruptive innovation and Punk Rock at the BBC



Our work for Sir Richard Branson's Virgin brand

