

ROB CORDOVA

A global educator, Rob Cordova is as famous for his wizard beard as he is for transforming corporate learning into meaningful, unborning experiences. His activity-based approach has empowered thousands of participants in over 20 countries to think more creatively and embrace experimentation and change. (He's also appointed his college-age daughter as his Chief Creative Officer.)

A former consultant for FutureThink and Innovation Bound, Rob pioneered new techniques in active learning and increased memory retention. More recently, his Creative Leadership and Creative Intrapreneurship courses have earned him industry praise, including Top Presenter awards at Interop and HDI conferences.

Whether delivering his own courses or designing new training programs for Fortune 100 clients, Rob's passion and expertise make his workshops practical, accessible, and memorable. Known for innovation courses that actually enable people to generate real-world ideas, his workshop offerings have expanded to sales, product training, development planning, collaboration, and onboarding.

On any given weekday, Rob can be found coaching executives in creativity, hosting Webinars that don't suck, or delivering orientations that lead to higher talent **retention** rates. As the writer and producer of Industry Snacks, he created the training video series for American Express which more resembles SNL digital shorts than the usual yawn-inducing fare.

In addition to performing a warm-up routine for "Late Night" TV host Seth Meyers, Rob's 25-year career includes training folks in highly regulated industries like pharmaceuticals, energy, and financial services, as well as expertise in operations, customer service, and quality. With in-depth experience in Asia, Europe, and the Middle East, he's well versed in cultural nuances and adapts his content, activities, and approaches accordingly.

Rob received his master's in business education from New York University and has taught the Innovation & Resilience course for the Gabelli School of Business at Fordham University in New York City. He's gained understanding into how Millennials and Gen Z learns—insights that have proven valuable to clients like Foundation Medicine, which won the Brandon Hall Group's Silver Award of Excellence in 2020 for the onboarding program Rob implemented.

His recent and current client roster includes American Express, Comcast, Disney, Duke Corporate Education, Delta Airlines, Dun & Bradstreet, and Liberty Mutual Insurance. When he's not mesmerized by his twin sons or perfecting his Rap Battle skills, he's focused on evolving L&D from slide decks and spoon-fed content into an experience involving peer learning and interactivity. Rob is a citizen of the world who makes his home in Utah with his (ever-expanding) family.

