



Website: www.tuckerbryantspeaks.com

Email: tucker@tuckerbryantspeaks.com

Tucker Bryant Full Marketing Kit

Speaker Overview



At a Glance

Tucker Bryant is an acclaimed poet and former Googler on a mission to help leaders unlock breakthrough ideas by **Doing Different Things Differently**. During his decade in Silicon Valley, Tucker became fascinated by reinventing poetry for a modern audience through interactive, immersive experiences that challenge how art is made and shared. Through his keynotes, Tucker shares how the creative principles that poets and artists use to transform their craft can help today's leaders rethink how they drive innovation, inspire teams, and unlock growth.

Title: Artist & Keynote Speaker



Website: www.tuckerbryantspeaks.com

Email: tucker@tuckerbryantspeaks.com

Full Biography

Tucker Bryant is a nationally renowned poet, artist, and former Silicon Valley leader who helps organizations reimagine what's possible by turning creativity into a practical leadership advantage. Blending years of innovation experience at Google with the timeless and creative tools artists have used for centuries, Tucker equips world-class leaders to think bigger, move faster, and **Do Different Things Differently**.

A Stanford graduate and former Product Marketing Manager at Google, Tucker discovered early that the same techniques that shape powerful art can also unlock transformative ideas inside teams and companies. Today he brings that fusion to the stage, helping leaders break out of old patterns, challenge assumptions, and rethink how they inspire people, spark innovation, and lead through disruption.

His signature experiences are immersive, energetic, and actionable. Tucker gives audiences more than inspiration. He gives them creative tools they can use immediately to drive fresh thinking, strengthen cultures, and accelerate growth.

Tucker's work has been viewed millions of times online and featured by TEDx and The New York Times, along with organizations around the world. He has taken the stage alongside Mark Cuban, Malcolm Gladwell, Gary Vaynerchuk, Earvin "Magic" Johnson, and Mel Robbins, and has earned the trust of executives, governors, and dozens of Fortune 500 companies for programs that help leaders rethink what innovation and leadership look like today.



Website: www.tuckerbryantspeaks.com

Email: tucker@tuckerbryantspeaks.com

Stage Introduction

(To be read by the person introducing Tucker at your event)

Today's speaker brings a perspective most people never consider.

After a decade working with top innovators at Google, he found an unexpected source of transformation: **the mindset of a poet.**

As a renowned poet and innovation strategist, he helps organizations spark bold ideas and unlock growth by Doing Different Things Differently.

His work has reached millions online and has been featured on stages and platforms around the world.

Feel free to talk to him about art, business, or why Survivor is STILL the greatest reality show of all time...

Please help me welcome... **Tucker Bryant!**



Website: www.tuckerbryantspeaks.com

Email: tucker@tuckerbryantspeaks.com

A/V Requirements

Below is a checklist that will ensure the best audience experience of Tucker's program. **Please share this list with your Meeting Planner and AV Contact Person.** If you encounter a challenge with any of the following requests, please contact us right away so that we can fix it in advance of your program.

As part of the engagement, the Client and the Speaker agree to the following terms:

The Client will provide the room setup and necessary audiovisual equipment including:

- lavalier mic with a magnetic clip
- video projector
- confidence monitor or place for laptop to be line-of-sight
- professional sound system

PLEASE NOTE: Because of Tucker's stage attire, a lavalier mic with a magnetic clip is the ideal option.

If that isn't available, a standard lavalier will work just fine. Headset or over-the-ear microphones are not a good fit for his presentation style.

The Speaker will run the presentation from the house computer and does not need a live Internet connection for the presentation.

The Speaker will include the Client's logo on the introductory slide but does not use Client-provided slide templates. Speaker will deliver each presentation via PowerPoint slides with a 16:9 ratio. Slides will be emailed three days in advance.

The Speaker and Client will meet at least 60 minutes prior to the Event for an A/V and sound check, unless mutually agreed otherwise. During the sound check, the Speaker will also meet with the person introducing him. During the presentation, all podiums, chairs, stools, stands, etc. should be moved to either side of the stage. The Speaker does not use a podium during the presentation.

If the presentation is being held during a meal, it is preferable that food consumption is over and that all dishes are cleared prior to the presentation.

As renowned poets do, Tucker selects his stage attire in alignment with his brand and typically wears a black mock neck short-sleeve shirt, black jeans, and minimalist white shoes. He is happy to select different attire whenever an event's dress code dictates it. **Please be sure to let us know of any specific preferences.**



Website: www.tuckerbryantspeaks.com

Email: tucker@tuckerbryantspeaks.com

Recent Clients

From startups to professional associations to global brands, Tucker is grateful for every stage he steps onto. Here are some of his recent clients:

Consumer Brands, Retail & Hospitality

- Coca Cola
- McDonalds
- The New York Times
- Casper
- Ferrara Candy Company
- National Association of Convenience Stores
- 4r Restaurant Group
- Restaurant Leadership Conference
- FAT Brands
- Market Force Information
- Association of Contract Textiles

Technology & SaaS

- Google
- Resideo
- Extreme Networks
- Patreon
- MetaLab
- Terminus
- Keyloop
- Identiverse
- Future of SaaS Festival

Financial & Professional Services

- TD Bank
- Swiss Re
- BDO Global
- Association for Financial Professionals

- National Association of Stock Plan Professionals



Website: www.tuckerbryantspeaks.com

Email: tucker@tuckerbryantspeaks.com

- Washington Society of CPAs
- National Association of Business Owners and Entrepreneurs
- Compeer Financial
- Continental Realty Corporation
- Council of Multiple Listing Services
- Cornerstone League
- Active International
- Smithbucklin
- Apartment Association of Greater Dallas
- Excell Conference
- Prosper
- Meeting Professionals International (MPI)

Healthcare, Pharma & Life Sciences

- Walgreens
- Bristol Myers Squibb
- American Medical Association
- American Cancer Society
- Society for Healthcare Strategy and Market Development
- South Carolina Department of Health
- San Diego Hospital Association
- American Art Therapy Association
- RTRX
- Health & Safety Summit

Education, HR & Talent Development

- Stanford University
- University of Virginia HR
- Missouri State University
- Alamo Colleges District
- Future of Education Technology Conference
- Society for Human Resource Management
- National Business Officers Association
- National Career Development Association
- National Council for Undergraduate Research
- Business Professionals Association
- EDGE|X
- Prince's Trust Entrepreneurs
- Young Presidents' Organization (YPO)
- Conference Board



- DEAMcon
- Connecting Point Marketing Group
- Strategic HR

Website: www.tuckerbryantspeaks.com

Email: tucker@tuckerbryantspeaks.com

Government, Nonprofit & Civic Organizations

- National Institute of Standards and Technology
- Exelon
- World Lottery Association
- Southern California Association of Governments
- Association of Bureau Program Managers
- Little Rock Chamber of Commerce
- Nonprofit Fundraisers Symposium
- Emerge Summit
- American Productivity and Quality Center

Speaking Topics

Do Different Things Differently: Breakthrough Ideas for Better Results

Do Different Things Differently: Breakthrough Ideas for Better Results

Topics: Innovation, Creativity, Disruption

In today's AI-accelerated world, competition is fierce, expectations are rising, and business models are being rewritten in real time. Yet despite the urgency to evolve, most teams remain stuck in old habits and familiar thinking. In fact, McKinsey finds that only 6% of leaders believe they're fully unlocking original thinking inside their organizations.

Tucker Bryant offers a surprising solution: the tools of an artist. After a decade in Silicon Valley innovating at scale and applying those lessons to his art practice to create genre-bending public art, Tucker reveals how artists break from comfort, transform uncertainty into possibility, and use creative constraint to fuel breakthrough ideas.

What audiences come away with:

- Practical tools for reframing challenges in ways that spark new solutions
- Methods to escape "default mode" problem-solving
- Repeatable processes for generating original ideas—especially under constraints
- A framework for building a culture of experimentation and creative growth
- Inspiration to approach disruption with confidence instead of fear

Ideal Audiences:

- Teams and leaders in fast-changing industries seeking to unlock innovation and fresh thinking
- Organizations looking to reimagine products, processes, or culture through creativity and experimentation

Do Different Things Differently: Human Creativity in the AI Era

Topics: AI, Creativity, Innovation, Disruption

AI is now doing things we once thought only humans could do, creating at a speed that feels unreal. It can write, design, analyze, and generate in seconds. As that accelerates, it's easy to think creativity is being outsourced to machines. But when "good enough" becomes abundant, it loses its value. What matters now is the human ability to interpret, curate, and transform what AI produces.

Tucker Bryant offers a reframing: the future isn't human versus AI—it's human creativity, amplified by AI. In this keynote, Tucker shows audiences how human-centered creative methods that spark innovation and elevate performance can help teams use AI more thoughtfully, more creatively, and more effectively.

What audiences come away with:

- A clear understanding of what makes human creativity irreplaceable in the AI era
- Practical ways to use AI as a creative collaborator—not a crutch or shortcut
- Tools for generating more original, differentiated ideas in an age of automation
- A mindset for navigating uncertainty, change, and technological disruption with confidence
- New language for leading teams through the cultural and creative shifts AI is introducing

Ideal Audiences:

- Leaders and teams navigating AI adoption, digital transformation, or the future of work
- Organizations seeking to preserve creativity, originality, and human judgment amid rapid automation

Do Different Things Differently: Leading the Charge for Change

Topics: Leadership, Innovation

In an age of constant transformation, the best leaders aren't the ones with all the answers—they're the ones asking better questions. Yet with markets shifting and teams diversifying, traditional leadership methods are falling short. According to Gallup, only 21% of employees strongly agree their leaders set them up for success.

Drawing from his experience at the intersection of art and innovation, Tucker Bryant shows how the creative mindset that drives artists can also unlock modern leadership. Artists navigate ambiguity, connect emotion to action, and uncover insights through exploration—all qualities that today's most effective leaders need to inspire innovation and resilience in their teams.

What audiences come away with:

- Leadership strategies to inspire innovation, resilience, and trust
- Tools for asking better questions and uncovering hidden insight
- Methods for building psychological safety and empowering creativity at every level
- Approaches to leading change with clarity—even when the path is uncertain
- A practical playbook for fostering cultures of curiosity, learning, and bold thinking

Ideal Audiences:

- Senior leaders, people managers, and executives driving transformation and cultural evolution
- Leadership development programs focused on creativity, adaptability, and forward-thinking strategy

Do Different Things Differently: From Comfort to Calling

Topics: Inspiration, Motivation, Personal Development

Every day, we choose between what's comfortable and what's possible. Too often, bold ideas never move beyond intention—not because we lack time, resources, or talent, but because we underestimate our capacity to become and create.

Through humor, story, and live demonstration, Tucker invites audiences to trade perfectionism for progress and fear for curiosity. The result is a powerful reminder that growth doesn't come from doing the same things in the same way—it comes from Doing Different Things Differently.

What audiences come away with:

- Strategies to move ideas from imagination to execution—even without perfect conditions
- Tools to replace perfectionism and fear with curiosity and momentum
- Creative habits that spark motivation, energy, and resilience
- A mindset that uses uncertainty as fuel rather than friction
- A renewed sense of confidence, courage, and personal agency

Ideal Audiences:

- Organizations looking to reignite engagement, purpose, and creative energy across teams
- Conferences and events focused on personal growth, mindset, or transformational leadership



Website: www.tuckerbryantspeaks.com

Email: tucker@tuckerbryantspeaks.com

Video Clips

Speaking Reel

Why leaders should think like poets

How erasure clears the way for better ideas

What can you Write by Erasing?

Why Aim for the Trash Can

Headshots



*Tucker
Bryant*

Website: www.tuckerbryantspeaks.com

Email: tucker@tuckerbryantspeaks.com





Website: www.tuckerbryantspeaks.com

Email: tucker@tuckerbryantspeaks.com

Testimonials

The most impactful, most deeply touching and meaningful hour I've ever spent at a conference.

—Mark Brezinski – CEO, Bizzy LLC

Brought us to tears and led our execs to an idea we can't wait to implement. I was floored.

—John Rivers – CEO, 4Rivers Smokehouse

I was literally working to book Tucker for our next event before he could leave.

—Tim Kopp – CEO, Terminus Software

A priceless and moving charge for leaders facing uncertainty.

—Jase Wagner – CEO, Compeer Financial