



Eric Ries

ENTREPRENEUR/FOUNDER

Entrepreneur, A.I. Expert & Bestselling Author of The Lean Startup



VISIT ERIC'S WEBSITE

About:

- **Gender:** Male
- **Nationality:** United States
- **Languages:** English
- **Travels from:** United States

Engagement Types:

- Speaking

Topics:

- AI Ethics
- Change Management
- Future of Technology
- Growth Strategy
- Innovation & Digital Transformation
- Leadership & Management
- Market Disruption
- Organizational Culture
- Technology & AI

Biography Highlights

- Lean Startup pioneer - Optimizes business strategies for efficiency and growth.
- AI innovator - Co-founder of Answer.AI, focused on AI safety and responsible use.
- Bestselling author - Wrote The Lean Startup and The Startup Way.
- Speaker & podcast host - Shares insights on business, AI, and innovation.
- AI safety advocate, Lean Startup pioneer

Biography

Eric Ries: Entrepreneur, Author, and Lean Startup Pioneer

Eric Ries is an entrepreneur and the author of the New York Times bestseller The Lean Startup, which has been translated into nearly thirty languages. He is the creator of the Lean Startup methodology, which has become a global movement in business, practiced by individuals and companies around the world.

His most recent book, The Startup Way, offers a fresh perspective on how modern companies use entrepreneurial management to transform culture,

Websites:

- [Website](#)

grow revenues, drive innovation, and poise themselves to take advantage of the enormous opportunities of the twenty-first century.

He has founded a number of startups including IMVU, where he served as CTO, and he has advised on business and product strategy for startups, venture capital firms, and large companies, including GE, where he partnered with them on the FastWorks program. Eric served as the Entrepreneur-in-Residence at Harvard Business School, IDEO, and Pivotal and he is the founder and CEO of the Long Term Stock Exchange. In 2015, he ran a Kickstarter campaign to produce The Leader's Guide, which went on to become one of the top Kickstarter book campaigns of all time.

Eric lives in San Francisco with his wife and two children.

Videos



Eric's Topics

Lean A.I.: How Innovative Companies Use Artificial Intelligence to Grow

How can companies of all sizes successfully scale customer acquisition and revenue growth with a Lean team? The teams that go beyond out-of-the-box solutions and tailor technology to meet their specific needs, objectives, and goals will come out winners.

That hasn't been an easy task—until now.

In this practical talk, Eric Ries shows you how to use artificial intelligence and automation to provide an operational layer atop your existing acquisition solutions to deliver amazing results for your company. You'll learn how to adapt, customize, and personalize cross-channel user journeys to help your company attract and retain customers—ushering in the new age of Autonomous Marketing.

- Learn how AI and automation can support the customer acquisition efforts of a Lean Company
- Explore cutting-edge strategies to use AI for marketing
- Understand the key metrics for determining the growth of your company
- Determine the right strategy to foster user acquisition in your company
- Manage the increased complexity and risk inherent in AI projects

Available: In person, Virtually

The Lean Startup

Most new businesses fail. But most of those failures are preventable. The Lean Startup is a new approach to business that's being adopted around the world. It is changing the way companies are built and new products are launched. Inspired by lessons from lean manufacturing, the Lean Startup approach relies on "validated learning," rapid scientific experimentation, and a number of counter-intuitive practices that shorten product development cycles, measure actual progress, and learn what customers really want.

Available: In person, Virtually

Testimonials

“

It was great! Eric was really fantastic and a perfect fit for what the group wanted.

IBM

“

Eric was great! He was very personable, and brought great experience that our audience was really intrigued to hear about.

Mars, Inc.

“

It was a very engaging and interesting session, and our participants loved it. Thanks to Eric and your team for having made this experience possible and smooth.

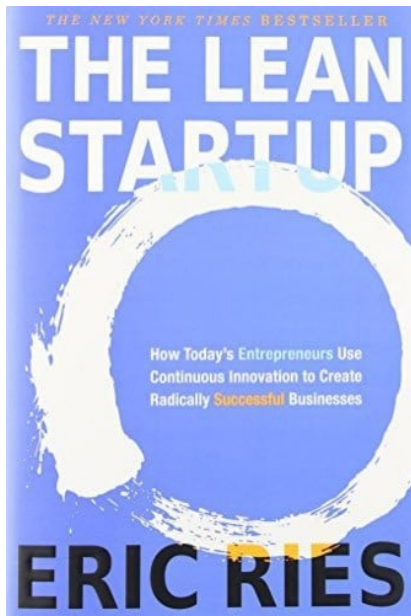
Abbott

“

It was awesome! I'm glad Eric was able to make it and provide value to our company.

AI2 Incorporated

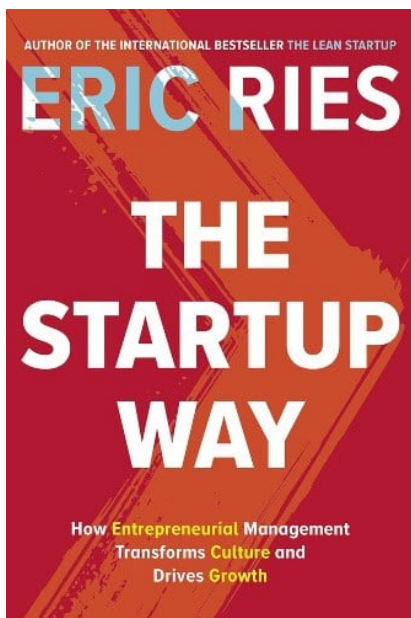
Books



By Eric Ries The Lean Startup

This is a new book, tight binding, no marks, look unread copy. every day with tracking number from Texas. Hardcover book with dust jacket by Eric Ries, it has 320 pages. Publisher : Crown Publishing Group, Division of Random House Inc (October 15, 2011).

[BUY THE BOOK](#)



The Startup Way: How Entrepreneurial Management Transforms Culture and Drives Growth

Winner of the Business Book Awards 'Thought Leader' category ----- The Startup Way reveals how organisations of all sizes can harness startup techniques to drive growth. With his million-copy bestseller The Lean Startup, Eric Ries launched a global movement. Concepts like minimal viable product, A/B testing and 'pivoting' changed the language of business. Now he turns his attention to companies of all sizes - and shows how the startup ethos can breathe new life into even the largest and most bureaucratic organisation. In this groundbreaking new book, he draws on inside stories of transformations at multinationals like General Electric and Toyota, titans like Amazon and Facebook, and tech upstarts like Airbnb and Twilio. He lays out a new framework for entrepreneurial management: a comprehensive approach that kick starts innovation and delivers sustained growth, even in highly uncertain environments. The Startup Way is an essential read for leaders, managers and entrepreneurs at any level. It's a revolutionary approach to incubating great ideas, turning all teams into startups, and inspiring everyone to think like an entrepreneur.

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Speaker Bureaus And Talent Agencies

Eric Ries is available to book via these agencies

 **Recommended**



