

John M. Storm - Bio



John Storm is the founder of the BrainStorm Network. ***He works with people who want to bring their ideas to Life!***

John's focus is to ***help people get unstuck, spark fresh thinking, and generate game-changing ideas, solutions, and results.***

John offers innovation services including facilitation, training, consulting, and speaking via keynotes, workshops, seminars, and retreats.

Within the innovation arena, he applies innovative thinking and his proprietary brainstorming tools to solve challenges related to: *Strategic Planning, Marketing, Sales, New Product Development/Naming, Business Development, Change Management, Communication, Process Improvement and Leadership*. He enjoys helping people create *Atmospheres of Innovation*™.

John's clients come from a wide variety of industries. He's worked with large companies such as BASF, Delta Dental, Microsoft, Siemens, Valspar and YPO/WPO. He's also served numerous medium-sized and privately held firms, as well as professional associations. He is a certified facilitator for the Chief Executive Network, a large group of CEOs and Senior Executives from many industries.

Mr. Storm is the publisher of the *High-Stakes Innovation* magazine and the creator of the award-winning CyberStorming.com website featuring many of his business creativity tools. He is a published author with numerous articles and books, including *The Book on BrainStorming*. He is a member of the *Association for Talent Development* and the *National Speakers Association*.

John has been facilitating executive team meetings focused on high-stakes issues for over 20 years. He understands the importance of gaining clarity about his clients' desired outcomes, designing a sound process, capitalizing on creative problem-solving techniques, and navigating the many factors affecting the success of strategic initiatives.

Prior to founding BrainStorm Network, John worked with Storm Lures, his family's international sporting goods firm. The fishing lure manufacturer operated 2 U.S. production facilities and a maquiladora operation in Mexico. As Director of Marketing, John had direct account responsibility for 3 of the world's largest retailers (Wal-Mart, Bass Pro Shops and Kmart) and directed the marketing activities of over 70 global sales representatives.

John was heavily involved in new product development and is a patent holder from the U.S. Patent & Trademark Office. He is familiar with the challenges of strategy, sales, marketing, and execution. He is uniquely qualified to facilitate diverse groups and juggle the demands and nuances of human and group dynamics.

Mr. Storm graduated with high honors from the University of Oklahoma with a BA in Communication. He is a dedicated dad, an avid outdoorsman and an Eagle Scout. John and his family are centrally located in Norman, Oklahoma, USA.

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