



DENNIS BROUWER

Dennis Brouwer is passionate about taking things apart...but not in a destructive way. Over a three-decade career of achievement at the highest levels, Dennis has developed and leveraged a model of deconstruction to tackle the impossible.

At the height of the Cold War, Dennis used his model of deconstruction to enable a U.S. Navy aircraft carrier to locate an “un-findable” Russian submarine in the north Arabian Sea. As the leader of the \$300 million Savvis Enterprise Cloud Network business unit, he leveraged deconstruction to out-manuever significantly larger competitors and grow the business while others retrenched. Serving in executive roles in sales, product development, and operations, he has used his unorthodox approach to achieve what others could not.

Brouwer is the author of *The Return on Leadership*, in which he makes the case that a particular form of leadership – Creative Leadership - sparks business success by identifying and deconstructing the hidden barriers to growth in people, teams, and markets. The book comes to life with examples from Ford Motor Company, global IT services, and his own personal experiences as a Fortune 500 executive, leadership coach and naval flight officer. The social science, case studies, and three step plans are all designed to make you a better leader, your organization a better place to work and a more potent, creative force for sustainable, worthy growth in the world.

As a trusted keynote speaker, Brouwer blends a unique approach of rigor and creativity; research and instinct; thoughtfulness and passion. His unique background and powerful deconstruction methodology are embraced by those who face imperatives to find growth where others can't. His qualifications include:

- 1) **Turnaround Artist** – As the leader of a \$300 million global services company, Dennis leveraged Deconstruction to beat significantly larger, better-funded competitors, while others retrenched. The business results? In two years the business went from laughing stock to leader.
- 2) **Professional Innovator** – Over a 20-year career, Dennis led sales, marketing and product teams that launched new services into the US and international markets. On his watch, cross-functional teams, propelled by a shared sense of urgency, worked side-by-side to develop and launch practical, profitable solutions.
- 3) **Broad, Deep Experience** – As a young naval flight officer, Dennis was twice recognized as a leading anti-submarine tactician. His corporate and entrepreneurial experience includes providing complex services, software and infrastructure to a wide range of industries, including finance, banking, manufacturing, healthcare, defense and agriculture.
- 4) **Consistent Approach to Getting Things Done** – In addition to his real-world experience in business and the US Navy, Dennis is a graduate of Georgetown University's prestigious leadership coaching curriculum. He is a master communicator, a natural team-builder, and has been evaluated as an exceptional leader by The Leadership Circle.