



## Doug Hall Founder & CEO of the Eureka! Ranch

Since 1986, Doug Hall's Eureka! Ranch consulting team has helped corporations such as American Express, Nike, Procter & Gamble and Walt Disney discover Measurably Smarter Choices for Growth. It seems to work – the Ranch has a world-class 88% client repeat rate. Today, in addition to continuing to help corporate clients, Doug is on a mission to bring the Eureka! Ranch technologies to real world entrepreneurs. He's developed a new licensed offering called Eureka! Winning Ways that helps small and mid-sized businesses discover measurably smarter choices for growth.



Doug is the author of four best selling books and a popular speaker on sales, marketing, creativity and innovation. He has also hosted and starred on a wide range of network radio and television programs.

DATELINE NBC described Doug as *"an eccentric entrepreneur who just might have what we've all been looking for...the happy secret to success."* Doug's signature dress includes bold shirts, blue jeans and often - bare feet. But under the carefree clothes and playful attitude is a one-of-a-kind straight shooter who's a life member of MENSA and the world's leading expert on how to invent measurably smarter choices for business growth.

"Doug Hall is a Business Robin Hood – he takes the wisdom of the big companies and gives it to the little ones."  
**Venture – CBC-TV Canadian Broadcasting Company**

"America's #1 Idea Guru" **A&E Top 10**

"America's #1 New Product Idea Man" **Inc. Magazine**

"Hall is a damn good storyteller. But, speaking as an engineer-business analyst, he's credible because he supports his ideas with a ton of VERY HARD Data." **Tom Peters Author**

"When Doug meets Disney creativity never wanes; Our team explodes when he jump starts our brains."  
**Ellen Guidera, Vice President - Walt Disney**

"Eureka! Ranch's unconventional approach has won raves from some of the biggest corporations in the country." **CNN**

"Former Procter & Gamble marketing whiz Doug Hall goes to any length to encourage a fresh perspective...clients say it works." **Wall Street Journal**

"Hall has a method to his madness, a rigorous, quantifiable process for inventing breakthrough ideas. Unlike many creative gurus hustling ideation wares in the corporate marketplace, he makes it imperative that Eureka! processes are quantified every step of the way.." **CIO Magazine**

### AWARDS

- George Land World Class Innovator Award
- E&Y Entrepreneur of the Year Award
- YMCA Character Award
- University of Maine Edward T. Bryand Distinguished Engineer Award
- University of Prince Edward Island, Honorary Doctor of Laws
- Hermann Spirit Award

### BOOKS

- *Jump Start Your Brain* with David Wecker (Time Warner, 1995)
- *Maverick Mindset* with David Wecker (Simon & Schuster, 1997)
- *Jump Start Your BUSINESS Brain* (Clerisy Press, 2001)
- *Jump Start Your MARKETING Brain* (Clerisy Press, 2005)

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