



# CHARLES LEE

## Founder & CEO at Ideation

### SPEAK

Charles is the Founder & CEO at [Ideation](#), an idea-making company that specializes in helping brands scale their business by effectively integrating their strategic plans into day-to-day implementation. Ideation fills this gap between strategy and implementation with innovative approaches to idea execution, team-driven support, brand (re)development & effective storytelling, and creative services that bridge concepts into the real world. He is also the author of [Good Idea. Now What?: How to Move Ideas to Execution](#), a practical book designed to help people move ideas to implementation.

Charles is regularly invited to speak to leading brands on topics such as fostering creativity, disruptive innovation, idea-making, and brand strategy. Executive leaders from

brands including Wells Fargo, Toyota, William Morris Endeavor, NBCUniversal, CAA, Caterpillar, ONE Campaign / Product (RED), The White House, Catalyst, and many others have benefited from having Charles present at their key events. In addition to speaking, Charles has served as host and/or moderator for numerous events with NY Times best-selling authors and executives from brands including Google, Twitter, Groupon, Starwood, Disney, NBCUniversal, CAA, Toyota, TOMS, charity: water, United Way, World Vision, and many others.



### CONNECT

[charles@theideation.com](mailto:charles@theideation.com)

