



# CHARLES LEE

Founder & CEO at Ideation

## IDEA-MAKER

Charles is the Founder & CEO at **Ideation**, an idea-execution company that specializes in helping executives and brands scale their business with strategic clarity and smart brand execution. Ideation fills this gap between strategy and implementation with innovation frameworks, strategic process & infrastructure development, leadership & team building, brand (re)development & positioning, 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 advise and speak on topics including strategic clarity, creative execution, leading innovation, idea-making, brand strategy, and leadership development. Executive leaders from brands including Toyota, Wells Fargo, Google, TOMS, NBCUniversal, WME, Caterpillar, Sequoia Capital, Vanguard Financial, ONE Campaign, (RED), Reform Alliance and many others have benefited from engaging Charles on various projects and endeavors. In addition to advising and speaking, Charles has served as host and/or facilitator for numerous events with NY Times best-selling authors and executives from brands including Google, Twitter, MLB, Starwood, Disney, CAA, Toyota, TOMS, charity: water, United Way, World Vision, and many others.

