

## **Nelson Cabral Biography**

**Creatively acclaimed and internationally recognized Innovation Expert Nelson Cabral built his career in Toronto until his 2006 move to Sackville, New Brunswick. Nelson spent the better part of his career in Toronto as a successful and award-winning Business Leader and Senior Executive in the industries of advertising, marketing, design, and entertainment. His career also includes stints in Europe and South America where he worked with leading creative agencies.**

Nelson has been leading teams, building companies, and inspiring breakthrough innovative thinking on Fortune 500 brands for over 20 years. He's been an award winning advertising Writer and Creative Director for some of the world's most respected global brands including adidas, Air Canada, Anheuser-Busch, Bridgestone-Firestone, Cadbury, GE, Kellogg's, Microsoft, Procter & Gamble, Toshiba, and many others. His work has been recognized by The Cannes Lions International Festival of Creativity, The London International Advertising Awards, The New York Festivals of Advertising, The Crystals, Mobius, The Marketing Awards, and his Pro-Line "Bar Hopping Aliens" TV spot won first place, "best TV spot in Canada", in Playback Magazine's TOP SPOT AWARDS.

With dramatic stage presence and contagious enthusiasm, Nelson delivers business keynotes, consulting, and training focused on building creative organizations and cultures around them. As the world's only *Triple Threat Creative Leadership Expert*, Innovation Facilitator, and management consultant to brands and CEOs, he shares with audiences his management approaches and leadership philosophies from decades worth of experiences as an award-winning advertising executive creative director, TV, film and video director, and a Broadway musical theatre leading man. Nelson believes creativity requires stimulation and collaboration, and you, as the leader, have the responsibility to unleash a creative storm in your team.

Now a Professional Speaker, Corporate Trainer, and Innovation Facilitator, Nelson continues to energize leaders, teams and organizations to boost management effectiveness, drive superior levels of performance, and build pervasive cultures of innovation. He is also the author of "The Creative Storm" book series.

Nelson holds a Master's Degree in Political Science and Criminology from the University of Toronto. He was recently President of the Canadian Association of Professional Speakers (CAPS) and is a distinguished member of Canada's Professional Performers Union, ACTRA. Progress Magazine recently named Nelson and his brand management/boutique training firm *CABRAL Creative Leadership Inc.* a "Fastest Growing Company", having landed #2 on the ONES TO WATCH list, with 1227% growth.

According to a study by IBM, CEOs cited creativity as the most important leadership quality over the next five years. So Nelson fresh perspective on creative leadership and innovation is hot and highly relevant – to today's, and tomorrow's, business market. He is on a mission to develop and inspire a new breed of leaders: a creative CEO in every enterprise.