

## **Nelson Cabral Bio:**

When no single job description suffices to describe a certain someone, a hyphenate is mandatory. Nelson's hyphenate goes something like this: writer-producer-singer-actor-creative director-brand guru-entrepreneur-filmmaker-showman.

Nelson is driven by a passion for creativity – and results. A successful and award-winning Business Leader and Senior Executive in the creative industries of advertising, marketing, design and entertainment for over 20 years, Nelson understands the challenges of maximizing the flow of creativity and innovation in individuals, teams and organizations – and that leaders can no longer accept stale and outdated thinking. Nelson believes creativity is the new primary driver of success.

Having spent the better part of his career leading creative teams and inspiring breakthrough creative thinking, he now works with business and senior executives to design, implement and hone their employees and teams to unearth higher levels of creativity. Whether helping a leader design an inspired culture of creativity or working with a team to improve their productivity, Nelson's results have attracted clients such as TBWA\Chiat Day, The Lowe Group, SABIAN Cymbals, Latin Percussion, Hudson Creative Agency, NB Power, and Hemmings House Pictures.

Nelson is also a Creative Director, Filmmaker, Brand Innovator and Workshop Facilitator, having provided breakthrough Creative Leadership on global Fortune 500 brands such as adidas, Kellogg's, GE, Bridgestone/Firestone, Proctor & Gamble and Toshiba.

A natural performer with strong stage presence, Nelson has been called highly creative and imaginative, but strategic and business-minded. Time and time again, clients who work with Nelson note his passion and commitment, and his personable, dynamic and no-nonsense approach to inspiring greater creativity and innovation at employee and organizational levels. Always with an eye to results, Nelson has become renowned for his use of imaginative and time-tested concepts and practices to increase creativity and innovation.

Nelson has been professionally speaking since 1989, is distinguished as a certified member of the Canadian Association of Professional Speakers (CAPS) and Canada's professional performers union, ACTRA, and is a member of the Global Speakers Federation (GSF). Progress Magazine has named Nelson and his creative marketing firm CABRAL Creative a "Fastest Growing Company", having recently landed #2 on the ONES TO WATCH list, with 1227% growth.