

## WARREN BERGER BIO

### Warren Berger believes questions are more important than answers.

He is the creator of the website [amorebeautifulquestion.com](http://amorebeautifulquestion.com) and author of the 2014 book *A MORE BEAUTIFUL QUESTION: The Power of Inquiry to Spark Breakthrough Ideas* (Bloomsbury)—both focusing on the power of inquiry to spark breakthrough ideas.

An expert on design thinking and innovation, Warren has studied hundreds of the world's leading innovators, designers, red-hot start-ups, and creative thinkers to analyze how they ask game-changing questions, solve problems, and create new possibilities. Warren believes that questioning leads to innovation, can help you be more successful in your career, and can spark change in our businesses and lives.

Warren's previous book was the international bestseller *GLIMMER: How Design Can Transform Business and Your Life* (Penguin Press; 2009), published in several editions worldwide. *Business Week* named *Glimmer* one of the "Best Innovation & Design Books of the Year."

Warren currently writes for *Fast Company*, *Harvard Business Review*, and was a longtime contributor at *Wired* magazine and *The New York Times*.

He has appeared on NBC's *Today Show*, *ABC World News*, *CNN*, and as an expert on NPR's *All Things Considered*. As a speaker, Warren has keynoted at the *CUSP Conference*, the *Fuse Conference*, the *Design Thinkers Conference*, the *International Women's Forum in Rome*, and *TEDx Portland*. He has also spoken at in-house conferences hosted by *General Electric*, *MassMutual*, *Citrix*, and *Microsoft*, among others.

(230 words)

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### 90-word bio

Innovation expert Warren Berger is a longtime journalist with the *New York Times*, *Wired*, and *Fast Company* and the best-selling author of six books, including the international bestseller *A MORE BEAUTIFUL QUESTION: The Power of Inquiry to Spark Breakthrough Ideas*. He shows how innovators and dynamic companies harness the power of inquiry—one of the most effective forces for igniting change in business and life. He has studied hundreds of the world's leading innovators, red-hot start-ups, designers, and creative thinkers to analyze how they ask game-changing questions, solve problems, and create new possibilities.