

David Pearl

Corporate Creativity Maestro

Founder and Managing Partner, Pearl Group, London

David is known internationally for designing, orchestrating and animating high-impact experiences for business.

His background is the performing arts (opera, theatre, tv and film) - writing, directing, performing and running ensembles in the theatre and music worlds. But in 1994, when one of the world's leading professional service firms was looking for a radically fresh approach for their worldwide conference, they turned to David who transformed a traditional offsite into an iconic experience that heightened creativity, deepened relationships and broadened perspectives.

Two decades on he's a creative confidante to the leaders of some of the world's major businesses helping them and their teams perform at new levels. This means tackling what he calls the "hard soft stuff...human but high-stakes" in fresh and inspiring ways that include games-based, experiential and online social learning.

He is in demand as a public and Business Speaker and is the author of **Will There Be Donuts?** (Harper Collins) an engaging and widely read book (Time Top Ten Summer Reads 2013) on how you can revolutionise business, one meeting at a time. His second book on the power of narrative, **Story for Leaders**, was published by London Business Forum in March 2016.

Outside business, his social enterprise Street Wisdom (www.streetwisdom.org) transforms ordinary city streets into extraordinary learning zones. A shareware, DIY model that's completely free ("you don't pay fees...you pay attention"), it's active in 18 countries around the world.

A life-long performer, (he sang with Placido Domingo at the age of nine) he keeps his own performance skills honed in the knife-edge improvised shows of his company Impropera (www.impropera.co.uk).

David lives in London and Piedmont, Italy with his wife Joanna - whom he met during an impromptu serenade under her window - and his two children Elsa and Zach. He is a passionate pilot who doesn't fly as much as he would like and an enthusiastic, if out of breath, road cyclist.

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