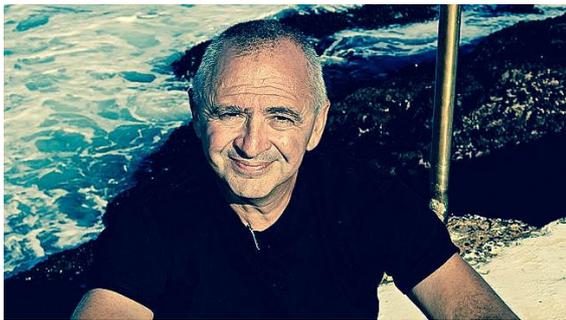


## EXPERT RESOURCE PROFILE – REMO GIUFFRE

*“Effective leadership calls for general thinking and the pursuit of diversity.”*



Remo Giuffrè is a thinker and creative strategist with a long track record as an entrepreneur, retail merchant and brand builder. He founded the iconic REMO General Store in 1988; and co-founded the General Thinking network in 2001.

Remo also enjoys a long and ongoing association with the TED Conferences in New York, and, since 2009, has been Licensee & Director for TEDxSydney, an annual flagship TEDx event at the Sydney Opera House which has become the leading platform for the propagation of

Australian ideas, innovation and creativity to the rest of the world.

Prior to founding REMO, he worked as a lawyer in Sydney with the global firm Baker & McKenzie, and then as a consultant to a number of communications businesses located in both Australia and the US. He was the Director of Branding & Strategy at frog design in Silicon Valley from 1997, and later the resident Brand Strategist at pioneering online developer Organic in New York.

Remo earned combined Commerce and Law degrees from the University of New South Wales, and an MBA with top honours from Columbia University's Graduate School of Business in New York; majoring in marketing, organisational behaviour and communications management. Although not formally trained as a creative director; he has been dreaming, designing and doodling for much of his life, best exemplified by his “RemoGram” visualisations.

Remo's expertise lies in methodologies around:

- Articulating a vision with an authentic voice
- Designing experiences and making them cool
- Using structure as way to promote creativity
- General thinking and the power of diversity
- The development and nurture of customer or member networks
- Customer centricity and the relevance of the golden rule
- Surviving and thriving as an entrepreneur
- Optimism & Persistence

Remo lives in Bondi with his wife and two children: swimming every day at the Bondi Icebergs pool.

### Why 2020 Exchange

As one of Australia's most successful entrepreneurs and thinkers, Remo Giuffre has an innate ability to amalgamate business and popular culture to provoke thought within communities that dare to be different.

It is this extraordinary leadership that aligns Remo with 2020 Exchange.