

Ori Brafman is the father of the distributed network business strategy. His seminal work, *The Starfish and the Spider*, is cited by the U.S. military as the foundation for a successful campaign to counter Al Qaeda, is considered the bible for the structure of the Tea Party, is the basis for blockchain and bitcoin technologies, was instrumental in the formation of Netflix's culture, and was the cornerstone for Facebook's user acquisition strategy.

Brafman is the multiple *New York Times* best-selling author of *The Starfish and the Spider: The Unstoppable Power of Leaderless Organizations*; *Sway: The Irresistible Pull of Irrational Behavior*; *Click: The Forces Behind How We Fully Engage with People, Work, and Everything We Do*; and *The Chaos Imperative: How Chance and Disruption Increase Innovation, Effectiveness, and Success*. Brafman's latest book, co-authored with former Chairman of the Joint Chiefs of Staff, General Martin Dempsey, is entitled *Radical Inclusion: What the Post-9/11 World Should Have Taught Us About Leadership*. Brafman and Dempsey argue that organizations need to understanding the urgency of extreme inclusiveness with their teams, their partners, and their competition to survive in today's world.

The White House, the world's largest organization for financial professionals, and the Chicago Bulls alike turn to Brafman when embarking on transformation campaigns to adjust to macroeconomic trends. He has advised all branches of the U.S. military, the Obama White House, Google, Microsoft, Cisco, NATO, and YPO, among others. His media appearances include the *New York Times*, the *Washington Post*, ABC News, BBC, National Public Radio, CNBC, the *Wall Street Journal*, CNN, Fox News, C-SPAN, and AP Video.

Brafman is founder and president of Starfish Leadership, and co-founder of the Fully Charged Institute, which combines his work with that of Tom Rath. The Institute focuses on leadership and well-being and helps organizations improve various aspects of performance and gain competitive advantage in an era of new business models. He is a Distinguished Teaching Fellow at UC Berkeley's Haas School of Business focusing on improvisational leadership and a Senior Fellow at the Coach K Leadership & Ethics Center at Duke University.