

## WENDI EZGUR bio

While Wendi Ezgur was in high school working on a student broadcasting project, she met and interviewed Oprah Winfrey who referred to the four foot eleven inch teenager as the "little bitty dynamo." Years later, Wendi, still four foot eleven and still a dynamo, is also a wife, mother of three, inventor and founder/CEO of Leadhead, Inc., a leading consulting firm in the pioneering industry of ideation. As an independent inventor she has brought over 70 products to market including successes such as the Twig Pencil, Candy Clay, and Computer Crafts. As an ideator, hundreds of consumer goods companies from Pepsi to Wrigley to Kraft Foods have benefited from her creativity. She is recognized as one of the top ideators in the US and abroad which lends to her popularity as a speaker on the topics of creativity and innovation. Constantly thinking of new ideas, Wendi came up with the concept of a "family sabbatical" project which has developed into a one-of-a-kind RV journey with her family; husband, Michael, sons, Aidan and Charlie, and daughter, Rosie. The project will serve as a lifetime basis of inspiration and creativity. Instead of looking at the slowing economy as an obstacle, Michael and Wendi see it as an opportunity to make a dream come true. "The moment it looks like you could lose everything, is the precise moment you have nothing to lose," says Wendi. This trip is not about taking a whirlwind tour of the 50 states. It's not about what you are "supposed to see or do". It's about the family members tapping into their curiosity and finding what is inspiring to each of them; mastering the skills and art of living, working and playing simultaneously.

Before launching Leadhead, Wendi worked as an Account Supervisor at a Chicago advertising agency. She has taught college courses in creativity and entrepreneurship. Wendi received her BA from University of Illinois graduating with the Wayland Maxfield Parrish Award as the number one student in the College of Speech Communication.

## WENDI EZGUR - speaking testimonials

*"Wendi speaks from the heart and has a way of looking at the world in a way that causes most of us regular folk to scratch our head and say, 'wow!' where did she ever come up with that? She has a warm and unique way of talking about what makes people tick. She'll make you laugh, think, and even more important, she has an uncanny way of finding the humanity in things that most of us take for granted."*

Gary Kopervas  
Nationally Syndicated Cartoonist  
BrandToons  
Marlton, New Jersey

*"Wendi is the consummate idea person and brings so much energy and idea power to anything she does. Her presence is upbeat and infectious. I recommend her most highly."*

Leslie Berger  
Founder/Principal Idea Resources Inc.

*"Wendi Ezgur is a natural performer. I have seen her present to groups formally as well as informally. Her captivating style engages all audiences equally well. Wendi's incisive intelligence, keen wit, uproarious sense of humor, and brilliant creativity make a contagious concoction that's impossible to ignore. Name the time and place Wendi will present and I'll be there."*

Peter Lloyd  
Author  
Founder of GoCreate.com