



## **Moonshot Thinking**

*"Breaking Free from the Comfort Zone"*

**The Theorist** - A pioneer who has invested the intellectual energy to contemplate new thoughts and new ways of looking at seemingly impossible problems.

**The Thought Leader** - Someone who has captured the benefit of new theories, concepts, and is beginning to apply them in a localized way to change the way things are being done or could be done in the future.

**The Practitioner** - A person who has made bold steps to the seemingly impossible for the benefit of others in a manner that changes the world in a remarkable way.

This year at the Gathering of Titans, it is our goal to examine these Moonshot Thinking theorists, thought leaders, and practitioners in meaningful ways that allow us to learn and grow as individuals and for those we serve in leading dynamic organizations.

### **2015 Speakers:**

**Sekou Andrews** - *Moonshot Thought Leader*

**Cooper C. Collins** - *Moonshot Practitioner*

**Amy Critchett** - *Moonshot Practitioner*

**Heidi Hanna, Ph.D** - *Moonshot Thought Leader*

**Rob Follows** - *Moonshot Thought Leader*

**Timothy Henry** - *Moonshot Thought Leader*

**Salim Ismail** - *Moonshot Theorist*

**Martha McSally** - *Moonshot Practitioner*

**Geshe Michael Roach** - *Moonshot Theorist*

**Adam Sadowsky** - *Moonshot Thought Leader*

**Dr. Alex Wissner-Gross** - *Moonshot Theorist*

**Garrett G.** - *Moonshot Practitioner*

## **Sekou Andrews**

Poetic Voice

sekou@sekouandrews.com



**Sekou is a dynamic moonshot thought leader who has looked at the theories around how we communicate and message and has devised a new and unique method for creating meaningful communication.**

A week in the life of poetic voice, Sekou Andrews, could find him presenting an original talk for international executives, giving the keynote at a leadership conference, or performing pieces for Barack Obama in Oprah's backyard. This school teacher turned national poetry slam champion has become the world's leading Poetic Voice -a new type of speaker and artist who fuses inspirational speaking with spoken word poetry, strategic storytelling, theater and comedy to give voice to the messages of organizations and help them tell their most powerful stories.

His personalized poetic presentations are in high demand from fortune 500 companies, leading conferences, and global nonprofits, such as Google, Nike, Paypal, Johnson&Johnson, Global Green, MayoClinic, Genentech, and TEDMED.

He has been featured on national media outlets, including ABC, MSNBC, HBO, Showtime, MTV and BET ;presented for luminaries such as Oprah Winfrey, Barack Obama, Larry King, Quincy Jones, Hillary Clinton, Bono, Maya Angelou, and Norman Lear; and shared the stage with music heavyweights Stevie Wonder, Carlos Santana, Jay-Z, Maroon5 and the Pasadena Pops Orchestra to name but a few.

His own latest album, "Poetic License," helped him become the most awarded artist in the nation's largest independent music organization. Having successfully innovated a new speaking category, Sekou also teaches rockstars secrets to public speakers through his StageMight™ speaker training, coaching communicators in the techniques of performers. As a poetic voice, Sekou shows us the best version of ourselves to help us live into it. He does more than inspire us with *his* story; he inspires us with *our* story.

## Cooper C. Collins

President & CEO

Fortis BioPharma

cooper@fortisbiopharma.com



**Cooper is a moonshot practitioner with unique talents who has taken life saving pharmaceutical ideas through USDA approval faster, when large pharma companies had difficulties in doing so. He has transformed those practical practitioner skills now in his second career to pursuing only those impossible missions such as curing terminal cancer, changing the way the world recycles materials, and building foundations for those folks who protect our liberties.**

Cooper C. Collins, MBA, serves as the CEO of Fortis BioPharma and as an advisor to many Pharmaceutical and Biotechnology companies. He is a founder of Pernix Therapeutics Holdings, Inc, (PTX: NASDAQ), a specialty pharmaceutical company primarily focused on the sales, marketing, manufacturing and development of branded, generic, and OTC products. Mr. Collins was a member of the Pernix Board of Directors since from 2007 to 2014. Mr Collins served as President and CEO of Pernix from 2008 until May of 2013. During his ten year career with Pernix, Mr. Collins has worked in every capacity from sales representative to the executive level. Mr. Collins has been responsible for acquiring companies and products, attracting investors, and increasing the overall efficiency of the organization. While serving as CEO, Mr. Collins guided the Company to over an 800% increase in sales. In 2010, Mr. Collins was invited to ring the bell at the NYSE. At that time, he was the youngest CEO of a publically traded pharmaceutical company in history.

Mr. Collins also serves as a Board Member and as Chairman of the Compensation Committee for Therapeutics MD, Inc, (TXMD:NYSE MKT), a women's healthcare company focused on developing and commercializing products targeted exclusively for women. While serving on the board of TXMD Mr. Collins has helped the Company grow its Market Capitalization by 20 times to over \$1,000,000,000. Mr. Collins also serves on seven other boards of privately owned companies and is an affiliate of 22 other companies in many sectors including defense, recycling, tech, entertainment, banking, healthcare, energy, and manufacturing. He also co manages a fund with Sigma Bleyzer in Houston TX where Mr. Collins currently lives with his wife, Stacey, and their two children. The Collins's philanthropic activities are heavily weighted in favor of charities for children and veterans.

## **Amy Critchett**

Chief Fabulous Officer, AC Eclectic Creative Services Worldwide  
Amy@aceclectic.com



**Amy is a moonshot practitioner who has taken her knowledge and passion for art and transformed the magnitude, impact, and the way incredible communities of people can be built around a project that impacts on a large scale.**

THE BAY LIGHTS Executive Producer Amy Critchett is passion, energy, creativity, caring and innovation personified. In leading the development and management of Leo Villareal's largest artwork to date, she built community, grew international awareness and assembled a world-class team to produce this complex and highly creative ongoing iconic piece of public art. She is also Founding Executive Director of THE BAY LIGHTS presenting organization Illuminate the Arts, and co-directed the launch of ZeroOne: The Art and Technology Network and its biannual international arts festival. Amy was part of the initial team that launched and built *WIRED* Magazine, later holding Executive Producer posts at cutting-edge convergence cable startups ZDTV and Oxygen Media, followed by roles as Director of Marketing for online leaders One Economy and Uth TV and Business Development for the start-up TCHO chocolate.

## Rob Follows

Founding Chairman and CEO STS Capital Partners

rob@stscapital.com



**Rob is a moonshot thought leader who's insatiable appetite for defying limits has allowed him to professionally become one of the top strategic M&A representatives to mid-market entrepreneurial organizations, and also afforded him the opportunity to be the first couple to climb all of earth's top Seven Summits.**

**Founding Chairman and CEO of STS Capital Partners** ([www.stscapital.com](http://www.stscapital.com)) - helping families and entrepreneurs on their path from **Success to Significance™** through strategic mergers and acquisitions.

- STS Capital Partners is an international, boutique M&A firm focused on mergers, acquisitions, divestitures, strategic consulting and advisory services in North America, Latin America, the Caribbean, Europe, the Middle East and Asia. Specializing on the sell-side for mid-market businesses in a wide range of industries, STS helps entrepreneurs and families transform their business success into personal significance by maximizing value of their businesses and investments by selling to international strategic investors.
- Based in Barbados (offering clients the benefits of tax treaties), STS has a presence in major cities internationally and a network of approx. 400 M&A specialists and industry advisors. The firm has deep deal structuring experience, specializing in the \$100M to \$1B+ range, and has a successful track record often delivering industry leading multiples for clients.

Rob has combined his education, ten years of entrepreneurial leadership and fifteen years of international corporate experience (ultimately leading over 2,000 employees with over \$1B in revenue) with his passion for helping people live their vision, in launching STS. He is also an active philanthropist.

**Founding Chairman of Altruvest Charitable Services** ([www.altruvest.org](http://www.altruvest.org)) - a registered Canadian charitable organization

- Aligned with STS Capital Partners' mission to help families and entrepreneurs on their path from Success to Significance™ through strategic M&A, Altruvest Charitable Services was founded with the intent of helping charitable organizations realize their summits in maximizing contributions to causes.
- Altruvest is a Canadian charity focused on improving the performance of not-for-profit organizations by providing training and tools to enhance the governance of charitable boards, thereby increasing their capacity to give more.

In addition to climbing the Seven Summits, his other adventures include: skiing the North and South Poles; the 250km Gobi Desert Ultra-Marathon; the first international descent of the Onan River; and meditating with Tibetan monks. Rob is a highly rated speaker, as one of the Premier Speaking Resources of the Young Presidents Organization/World Presidents Organization (YPO/WPO), having spoken at over 40 events worldwide

## **Heidi Hanna, Ph.D.**

CEO, Synergy

heidi@synergyprograms.com



**Heidi is a moonshot thought leader who is transforming the way people interact with stress and manage their most valuable resource; their personal energy.**

As an experienced speaker, Heidi has been featured at many national and global conferences, including the Fortune Magazine Most Powerful Women in Business Summit, the Million Dollar Round Table and the ESPN Women's Leadership Summit. Heidi is the New York Times Best Selling author of *The SHARP Solution: A Brain-Based Approach for Optimal Performance*, *Stressaholic: 5 Steps to Transform Your Relationship With Stress*, and *Recharge: Investment Strategies for Your Most Valuable Resource*.

Heidi has a master's degree in mental health counseling and a Ph.D. in holistic nutrition. In 2011, Heidi was named a Fellow of the American Institute of Stress, and she currently serves as Editor of their publication, *Contentment*. Clients have included Johnson & Johnson, PepsiCo, Cisco, Dell, Intel, Proctor & Gamble, Qualcomm, Janus Capital Group, Morgan Stanley, Merrill Lynch, Ameriprise, ESPN and Starbucks, as well as professional and amateur athletes.

## Timothy Henry

Trustee Conscious Capitalism Inc.  
Managing Partner Arete, Management LLC  
thenry@arete-mgt.com



**Tim is a moonshot thought leader who has created a career around innovating new ways in which we can better dynamic organizations for good. Tim was instrumental in the development of the balanced scorecard decades ago and now has transformed his consulting drive to implementing the four pillars of Conscious Capitalism within organizations in an effort to make businesses the “greatest force of good on the planet”.**

Timothy's passion is helping to make good companies great and working with leaders to define their legacies. His purpose is to catalyze and coach leaders and organizations to accelerate the journey to Conscious Capitalism. His experience and focus is on developing practical approaches to define and execute company strategies, while coaching leaders to lead change and build great cultures to ensure longer-term success. He has almost 30 years of experience working as a trusted business advisor to his clients; from Fortune 20 to entrepreneurial, owner managed businesses, across the globe. He is a former Principal at Booz, Allen and Hamilton, and currently at Arete Management LLC. He is one of the co-founders of Conscious Capitalism.

Timothy is Chair of the Board for a training company, focused on HR compliance and ethics issues, Syntrio Inc. He also serves on several non-profit boards including: a Trustee of Conscious Capitalism Inc.; and with the [Kripalu Center for Yoga and Health](#) in Lennox, Massachusetts; which hosts over 34,000 visitors a year and is the largest such facility outside of India.

He is also the co-author of a forth coming book to be published by Harvard Business Press, “The Journey to Conscious Capitalism: How Good Companies Become Great”.

Timothy is a graduate of Magdalen College, Oxford University, England and the University of Southern California. He is a Canadian and Irish citizen and a permanent resident of the US. He is based in Boston.

## Salim Ismail

Founding Executive Director and Global Ambassador  
Singularity University  
Salim@singularity.org



**Salim is a moonshot thought leader and practitioner turned moonshot theorist. Salim is an entrepreneur and business management leader who has become the global ambassador for Singularity University. Their mission is to theorize how technology can solve humanity's greatest challenges.**

Salim Ismail is a sought-after speaker, strategist and entrepreneur based in Silicon Valley. He travels extensively addressing topics including breakthrough technologies and their impact on a variety of industries and society in general.

Salim has spent the last six years building Singularity University as its founding Executive Director and current Global Ambassador. SU is based at NASA Ames and is training a new generation of leaders to manage exponentially growing technologies. Prior to that, as a Vice President at Yahoo, he built and ran Brickhouse, Yahoo's internal incubator. His last company, Angstro, was sold to Google in August 2010. He has founded or operated seven early-stage companies including PubSub Concepts, which laid some of the foundation for the real-time web.

He has been featured in numerous media outlets, including the New York Times, Bloomberg BusinessWeek, Fortune, Forbes, Wired, Vogue and the BBC. He advises Fortune 500 executives and many world governments on the future of technology and has recently released his first book, "Exponential Organizations."

## **Martha McSally**

kkdouglas@gmail.com



**Congresswoman McSally is a moonshot practitioner like no other. Overcoming adversity and leaning into impossible challenges had become the reputation that has defined her career of service to others.**

### **Pioneer. Leader. Servant. Fighter.**

Retired Air Force Colonel Martha McSally is a pioneer, leader, servant, and fighter. She is the first female fighter pilot to fly in combat, and first to command a fighter squadron in combat in United States history. In 2001-2002, Martha McSally earned national recognition for successfully overturning a military policy requiring all U.S. servicewomen to wear a Muslim Abaya and headscarf when off base in Saudi Arabia. She has extensive education and experience in national and international security, public policy, and transformational leadership.

Martha retired from the United States Air Force as a colonel in 2010. She has made her home in Tucson for a number of years, first arriving in the Old Pueblo in 1994, the first of her four assignments to Davis-Monthan Air Force Base.

Martha was and is very involved in the Tucson community. She is a former recipient of the Tucson YWCA Women on the Move Award. And in 2002, the Tour of the Tucson Mountains bike race was dedicated to her. Two years later, the Women's Studies Advisory Council at the University of Arizona recognized Martha as one of three "Women Who Lead". Martha served as a board member of Teen Challenge of Arizona, an internationally renowned faith-based addiction recovery program she still supports today. Additionally, Martha currently serves as Commissioner on the Pima County/Tucson Women's Commission.

Colonel (retired) McSally is a Distinguished Graduate of the United States Air Force Academy, and earned her first Masters Degree, in Public Policy, from the John F. Kennedy School of Government at Harvard. She earned a second Masters in Strategic Studies from the U.S. Air War College, where she graduated #1 in her class out of 260 senior military leaders.

In January 1995, Martha flew her first combat mission into Iraq to enforce the United Nations' "no-fly zone" while deployed from Davis-Monthan Air Force Base. During that assignment, she flew almost 100 combat hours on two tours to the Middle East in support of Operation Southern Watch. After her duties in the 354th Fighter Squadron, Martha was chosen to become an A-10 Instructor Pilot in the 358th Fighter Squadron, the first woman in U.S. history in that role.

In 1999, Martha was one of only seven active-duty Air Force officers selected for the prestigious Legislative Fellowship Program, working on Capitol Hill and serving as a national security advisor to Senator Jon Kyl on issues including terrorism, cyber security and missile defense.

After her time in the Legislative Fellowship Program, Martha was assigned to a remote tour in Saudi Arabia where she was responsible for combat search and rescue operations for all coalition aircraft enforcing the “no-fly zone” over southern Iraq and Afghanistan. Martha was there for 9/11, and played a key role on the leadership team that planned and executed the initial air-campaign in Afghanistan.

She returned to Tucson in December 2001, and became a Flight Commander and then the Director of Operations in the 612 Combat Operations Squadron at 12th Air Force Headquarters at Davis-Monthan AFB. While there, Martha deployed twice back to the Middle East, holding various leadership positions in the Combined Air Operations Center controlling the air campaign for Operations Southern Watch, Enduring Freedom, and then Iraqi Freedom.

In July 2004, Martha took command of the 354th Fighter Squadron becoming the first woman in U.S. history to command a combat aviation unit. In that role, she led her A-10 team on a combat deployment to Afghanistan in support of Operation Enduring Freedom from September 2005 until February 2006. Flying over 225 combat hours during a period of increased combat activity, Martha was awarded a Bronze Star and multiple Air Medals for her combat leadership and performance. Under her command, the 354th Fighter Squadron won the prestigious Air Force Association David C. Schilling Award for the most outstanding contribution in the field of flight in 2006.

Martha’s spent her final military assignment as a hand-picked leader to standup United States Africa Command, formed to address U.S. security threats emanating from Africa. She led planning and oversight of complex and sensitive counter-terrorism missions, counter-piracy operations, and other military operations and engagements on the continent.

She retired as a command pilot with over 2600 flight hours, including over 325 combat hours. Before resigning to run for Congress in 2012, Martha served as a Professor of National Security Studies at the George C. Marshall Center in Germany where she taught and mentored senior government officials from all over the world in international and national security issues.

In addition to her military commendations, Martha was a regional finalist for the Rhodes scholarship and a White House Fellowship National Finalist. She earned an Honorary Doctorate in Civil Law from Rhode Island College and a Lifetime Achievement Award from the National Center on Women in Policing. The Freedom Forum named Martha as one of three national winners of the 2002 Al Neuharth Free Spirit Award. Martha is an accomplished triathlete, winning the National Military Triathlon Championship multiple times and the Military Division of the grueling Hawaii Ironman Triathlon. She has run many marathons, climbed many mountains including Mt. Kilimanjaro and Mt. Blanc, and is a certified paragliding pilot. Martha loves the outdoors and animals and is a talented singer as well.

## Geshe Michael Roach

Founder and CEO Diamond Cutter Institute  
scott.vacek@diamondcutterinstitute.com



**Geshe Michael is a moonshot theorist who has discovered through a spiritual journey and a rich entrepreneurial background the importance that creating incredible outcomes is crafted by carefully planting seeds to grow your best intentions.**

Geshe Michael Roach was born in California and graduated from Princeton University with honors. He has also received the Presidential Scholar Medallion from the President of the United States at the White House.

He is the first American to complete and receive the “Geshe” degree after 25 years of study with Sera Mey Buddhist Monastery in India. He then helped to found *Andin International Diamond Corporation* in New York City, which grew from a small investment to \$250 million in annual sales, and was purchased in 2009 by super-investor Warren Buffet. Geshe Michael’s profits from Andin International were used to create and support non-profit organizations which employ refugees to rescue, scan and translate rare, decaying classics which would otherwise be lost, and make them available to the world free of charge.

Geshe Michael recently received an honorary PhD Doctorate degree from the National University of Mexico. He also received the Graduate Gemologist Degree from the Gemological Institute of America and the Fellow of the Gemological Association Degree from the Gemological Association of Great Britain—the two highest degrees in the world for the science of diamonds and gemstones.

He has written many books about Asian culture and philosophy, including “The Diamond Cutter,” (Random House) which explains how the growth and smashing success of Andin International were produced using the wisdom learned in the monastery. The book focuses on Geshe Michael’s personal experiences, and how to use an understanding of the precious ancient classic “Diamond Cutter Sutra” to create success and happiness in any area of life. This business bestseller is now found in more than 30 languages around the world.

Geshe Michael is the founder and CEO of *The Diamond Cutter Institute*, which hosts events in 30 cities in 20 countries annually, teaching tools for business and personal success, using “The Diamond Cutter System”. Attendance to DCI events continues to grow steadily, and reached almost 20,000 people worldwide in 2014. DCI Corporate clients have included British Airways, UralSib Bank (Moscow), Verizon Wireless, Herbalife, The Hong Kong University of Science and Technology, Peking University (Beijing) and many other businesses and government offices worldwide.

He has personally translated and published more than 20,000 pages of the classical literature of Asian culture; and has given lectures for many of the leading universities and corporations in many countries. He has been featured on Forbes.com and has appeared on business and lifestyle television programs worldwide, teaching corporations, governments, entrepreneurs and other leaders how to have ultimate success through the use of the universal principles found in “The Diamond Cutter System”.

## Adam Sadowsky

CEO SyynLabs  
adam@syynlabs.com



**Adam is a mad scientist genius moonshot thought leader who's complex and seemingly impossible contraptions and visual spectacles have created intense attraction and has changed the way modern social market media operates.**

Adam Sadowsky is the mad scientist genius behind jaw-dropping stunts and installations that marry art with technology in a way that encourages audience engagement and social collaboration. As CEO and Founder of Syyn Labs, Adam assembles talented and eclectic teams with formal training in a wide variety of disciplines such as robotics, physics, software engineering, design and animation to create experiential branded content like no other.

Best known for the colossal-sized Rube Goldberg machine built for OK Go's "This Too Shall Pass" music video, the video was co-directed by Adam and won "Video of the Year" and "Best Rock Video" at the 2010 UK Music Awards.

Adam has since led Syyn Labs in the design and build of complex kinetic installations and directed the resulting commercial spots for Google, Disney, Sears, Ford, ESPN, Red Bull and others. For the release of the 2013 Chevy Sonic, Adam directed a ten-hour online experience that enlisted the help of viewers to push a car off a 100-foot tower through cursor clicks for a memorable (and literal) launch of the new vehicle.

Before establishing Syyn Labs, Adam held leadership roles in a broad scope of startups ranging from software development and video games to genetics research. Among Adam's many intriguing endeavors, the common thread remains as extraordinary visual spectacles achieved through the leadership of talented creative teams.

Recently named one of the "Most Creative People in Business" by Fast Company Magazine, Sadowsky has spoken on topics ranging from art and technology, interactive art and creative collaboration at TEDxUSC (featured on [TED.com](http://TED.com)), Google Zeitgeist, WiredUK Conference, Web 2.0 Summit, MakerFaire, F5 Fest, CUSP, AdAge'sCaT Conference, and the Rhode Island School of Design.

## **Dr. Alex Wissner-Gross**

President and Chief Scientist, Gmedy  
alexwg@post.harvard.edu



**Alex is a moonshot theorist of dynamic proportion. He has the unique ability to look into the future and identify those technologies that have the greatest opportunity to change humanity. He has contemplated exactly how we might take advantage of these opportunities to create a better future for humanity.**

Dr. Alexander D. Wissner-Gross is an award-winning scientist, inventor, and entrepreneur. He serves as the President and Chief Scientist of Gmedy, a leading intelligent systems company, and also holds academic appointments at the Harvard Institute for Applied Computational Science, the Harvard Innovation Lab, and the MIT MediaLab. He has received 116 major distinctions, authored 17 publications, been granted 22 issued, pending, and provisional patents, and founded, managed, and advised 4 technology companies, 1 of which has been acquired. In 1998 and 1999, respectively, he won the U.S.A. Computer Olympiad and the Intel Science Talent Search. In 2003, he became the last person in MIT history to receive a triple major, with bachelors in Physics, Electrical Science and Engineering, and Mathematics, while graduating first in his class from the MIT School of Engineering. In 2007, he completed his Ph.D. in Physics at Harvard, where his research on programmable matter, ubiquitous computing, and machine learning was awarded the Hertz Doctoral Thesis Prize. A popular TED speaker, his talks have been viewed more than 1.75 million times and translated into 26 languages. His work has also been featured in more than 160 press outlets worldwide including The New York Times, CNN, USA Today, the Wall Street Journal, and BusinessWeek.