

## John Rainford

Visiting Fellow, lectures in "Entrepreneurship" and "Creativity for Competitive Advantage"

### Contact details

**Telephone** + 44 (0) 121 414 8307

**Fax** + 44 (0) 121 414 3553

**Email** [j.rainford@bham.ac.uk](mailto:j.rainford@bham.ac.uk) (<mailto:j.rainford@bham.ac.uk>)

Birmingham Business School  
University House  
University of Birmingham  
Edgbaston  
Birmingham  
B15 2TT  
UK

### Qualifications

B.A. (hons) Staffordshire University  
Diplomas from Kellogg School of Management, Northwestern University  
and Ivey Business School, University of Western Ontario  
F. Inst. SMM

### Biography

John is Chairman of the North American Scholarship Association and has developed and facilitates a process called "Game Changer", that challenges existing strategies and delivers new and innovative strategies. He has worked with Royal Dutch Shell, to market and launch a new company called Shell Global Solutions. He has helped to develop new strategies, new technologies, new products and new services. John lectures for executives on Leadership and Innovation for the Chartered Management Institute. and has run workshops at the London Business School for innovation managers from Unilever, Masterfoods, Lloyds TSB and Boots PLC.

John has mentored many business organisations, has been described as a Game Changer and a catalyst for companies that aspire to succeed, he is also a thought leader and keynote speaker at World Summits on Entrepreneurship, Leadership and Innovation.

### Research

He is researching "cultural differences to creative thinking" and exploring the relationship between "entrepreneurship, visualisation and Innovation"

### Publications

WORKING PAPERS

Creativity for Competitive Advantage  
Visualisation and Pre-conscious learning, the pathway to Innovation.  
How and why we innovate using creativity and intervention