

Doug Hall

Professional Inventor, Researcher & Author

Founder & CEO of the Eureka! Ranch

Doug began his entrepreneurial career at age 12, inventing and selling a line of magic and juggling kits. After earning a chemical engineering degree from the University of Maine he joined Procter & Gamble where he rose to the rank of Master Marketing Inventor - inventing and shipping a record 9 innovations in 12 months.

Since 1986, his Eureka! Ranch consulting team has helped corporations such as American Express, Nike, Procter & Gamble and Walt Disney discover *Measurably Smarter Choices for Growth*. It seems to work – the Ranch has a world-class 88% client repeat rate.

Today, in addition to continuing to help corporate clients, Doug is on a mission to bring the Eureka! Ranch technologies to real world entrepreneurs. He's developed a new licensed offering called Eureka! Winning Ways that helps small and mid sized businesses discover measurably smarter choices for growth.

Doug is the author of four best selling books and a popular speaker on sales, marketing, creativity and innovation. He has also hosted and starred on a wide range of network radio and television programs.

DATELINE NBC described Doug as “*an eccentric entrepreneur who just might have what we've all been looking for...the happy secret to success.*” Doug's signature dress includes bold shirts, blue jeans and often - bare feet. But under the carefree clothes and playful attitude is a one-of-a-kind straight shooter who's a life member of MENSA and the world's leading expert on how to invent measurably smarter choices for business growth.

“Doug Hall is a Business Robin hood – he takes the wisdom of the big companies and gives it to the little ones.”
Venture – CBC-TV Canadian Broadcasting Company

“America's #1 Idea Guru” **A&E Top 10**

“America's #1 New Product Idea Man” **Inc. Magazine**

“Hall is a damn good storyteller. But, speaking as an engineer-business analyst, he's credible because he supports his ideas with a ton of VERY HARD Data.”
Tom Peters Author

“When Doug meets Disney creativity never wanes; Our team explodes when he jump starts our brains.”
Ellen Guidera, Vice President - Walt Disney

"Eureka! Ranch's unconventional approach has won raves from some of the biggest corporations in the country."
CNN

"(Doug Hall is) an eccentric entrepreneur who just might have what we've all been looking for – the happy secret to success."
DATELINE NBC

"Former Procter & Gamble marketing whiz Doug Hall goes to any length to encourage a fresh perspective...clients say it works."
Wall Street Journal

“Hall has a method to his madness, a rigorous, quantifiable process for inventing breakthrough ideas. Unlike many creative gurus hustling ideation wares in the corporate marketplace, he makes it imperative that Eureka! processes are quantified every step of the way..” **CIO Magazine**

“Doug Hall's latest book will give you insights on how to revolutionize your marketing efforts, single chapters are stand alone priceless”
Echelon Management Journal

Doug Hall Curriculum Vita

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EDUCATION:

University of Maine, B.S. Chemical Engineering, 1981

EXPERIENCE:

Procter & Gamble, Master Marketing Inventor (1981-1990). Created and executed 9 business initiatives in 12 months, considered a company record.

Eureka! Ranch Consulting Group: Founder & Managing Partner (1986 to present). A business development consultancy with offices in Cincinnati and London. Clients include such companies as: Nike, Walt Disney, American Express, Procter & Gamble, The Ford Motor Company, Bank of America, Johnson & Johnson, Schlumberger. Named by *Inc. Magazine*, *CIO Magazine* and *A&E Top Ten* as America's #1 Innovation Team.

Eureka! Ranch Technology Ltd.: Founder & CEO (Established January 2007). An R&D, training and licensing company that makes the Eureka! Ranch technologies available to small and medium sized companies.

AWARDS

- George Land World Class Innovator Award
- YMCA Character Award
- University of Prince Edward Island, Honorary Doctor of Laws
- E&Y Entrepreneur of the Year Award
- University of Maine Edward T. Bryand Distinguished Engineer Award
- Hermann Spirit Award

BOOKS

- *Jump Start Your Brain* with David Wecker (Time Warner, 1995)
- *Maverick Mindset* with David Wecker (Simon & Schuster, 1997)
- *Jump Start Your BUSINESS Brain* (Clerisy Press, 2001)
- *Jump Start Your MARKETING Brain* (Clerisy Press, 2005)

PUBLICATIONS, MEDIA APPEARANCES & PRESENTATIONS

Kahle, L.E., D.B.Hall, and M.J.Kosinski. "The Real-Time Response Survey in New Product Research" *Journal of Consumer Marketing*, 14:3(1997), pp.234-248.

Co-author Great Aspirations! - Universal Press Syndicated Newspaper Column

Feature stories: *USA Today*, *Dateline NBC*, *CBC*, *CNN*, *CNBC*, *Wall Street Journal*, *NPR*, *New York Times*, *A&E*, *Inc. Magazine* and *CIO Magazine*.

Featured speaker: Harvard College, Ohio State, Darden School of Business, University of Chicago, Babson College, University of Maine, University of Oregon, MIT Birthing of Giants.

Radio, Television & Theater

- Co-host Brain Brew Radio, Nationally Syndicated by Public Radio International.
- Co-host CBC Venture TV specials (Gemini Award Winner)
- "Truth Teller Judge" on ABC TV Reality TV program American Inventor
- Playwright & Performer, *North Pole Tenderfoot*, first performed at Victoria Playhouse Canada

INVENTIONS

- AcuPoll Precision Research
- Ideas to Paper Process
- Eureka! Cycle Ideation
- Merwyn Truth Teller Research
- Dozens of client inventions as "work for hire"