



BRIAN TAM

Creative Strategist



- CEO at Let's Make Great!
- 3x TEDx speaker
- Board of Directors, Hands-On Shanghai
- Creator, PROTO innovation
- Author, "Awrignawl Creativity"
- Producer, "The Rebuild"

Clients:

- Unilever
- Kerry
- United Nations University
- Decathlon
- Shiseido
- New York University
- Hays
- Oxford University Press
- B Corp
- Chinaccelerator

Brian loves entrepreneurship! Since founding Let's Make Great! in 2013, he has worked with hundreds of founders and innovators to systematically develop new products, services and brand.

Using a combination of empathetic coaching and startup consulting, Brian guides clients to both examine blind spots and attack new opportunities, leading to accelerated growth.

From discovery to diagnosis, and experimentation to execution, he guides clients in a step-by-step process, to methodically achieve breakthrough results together.

In addition to keynote speeches at conferences like TEDx and PechaKucha, Brian has written over 500 articles on creativity, innovation and entrepreneurship. Furthermore, in 2017 he led the creation of PROTO, a successfully crowd-funded storytelling game to inspire innovators.

Born in New York and proudly raised in New Jersey, Brian spent the past 14 years in Shanghai, China to drive the dynamic changes emerging there. Also an avid cyclist, he has cycled around Taiwan and is currently preparing for his next big adventure in Europe.