



Equally at ease with people, ideas, technology, business, and the arts, Bob Lieberman has been described as an articulate, strategically-minded catalyst. He believes that most companies can become more adaptive and innovative simply by fostering a culture that capitalizes on the creative potential of the talent they already have.

Bob's background and experience give him a rare perspective on the subject. Over the course of a forty-year career, he has found success in all aspects of the software business, from analysis and development to strategic enterprise technology management. At the same time, he has continued to perform and teach music at a professional level.

The insights gained from this dual life contributed to Bob's business success delivering transformational change – as a builder, leader, and mentor of self-directed work teams at Transcore, and as a key creative contributor in ground-breaking commercial software products from Sybase, McDonnell-Douglas, and Avalon Software.

Several years ago, he founded Cultivating Creativity, LLC, a consultancy that uses the principles of creative leadership to help companies foster an innovative culture that increases their ability to perform and adapt.

Bob's extensive business experience is complemented by mediation training and several technology and project management certifications. He founded the Leadership for Creativity special interest group of the Oregon chapter of the Oregon Development Network, has taught Organizational Development at Portland State University, and holds an MS in Computer Science from Carnegie-Mellon University.

Organizations he has worked with include:

- \* Wells Fargo Bank
- \* Beaverton Dispute Resolution
- \* Community Technology Center
- \* Project Management Institute
- \* McDonnell-Douglas
- \* Merrill Lynch
- \* Avalon Software
- \* Oregon Graduate Institute
- \* Portland State University
- \* Nike
- \* Sybase
- \* Transcore
- \* iAspire

