



Carol Pletcher
Former Chief Innovation Officer
Cargill

Carol Pletcher is a seasoned Cargill executive with proven expertise in creating growth opportunities and implementing innovation methodologies. She possesses outstanding skill and ability in leading organizational change. In her role as change agent, she was a key leader in Cargill's efforts to develop quality, identify and safeguard Cargill's intellectual capital and to enhance Cargill's reputation for innovation by capturing and rewarding the full value of the innovation. Carol has received the Business Week Award for the Top 25 Innovation Champions and the University of Minnesota Outstanding Achievement Award.

My passion for speaking

If innovation is a corporate initiative then everybody needs to feel that he or she can participate. I am passionate about everybody in an organization having the opportunity to bring the solutions and bring the value, and that your organization's competitive advantage is given by the sum of all of those who contribute. I am passionate about honoring one's culture and pushing *with* the culture for change rather than against it this gives you *pull*, and my experience has taught me that things always work better and faster with *pull*. I am a big believer in the power of communication. For the most part communication is the only real instrument you've got to effect wide-spread, sustainable change you cannot mandate, but you can communicate, and when you do so powerfully and with heart, what you get is *pull*.

Favorite Innovation topics include

- Top of Mind: Why do we need an innovation initiative?
- The New Imperative: Collaboration and Innovation
- Innovation: The Enabler for Customer Success
- The New Imperative: Collaboration and Innovation
- Intellectual Capital in a Commodity Company

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