

Madrid, June 2<sup>nd</sup>, 2015

To Whom it May Concern

Last week we had the opportunity of enjoying Gijs van Wulfen presence at our Innovation Center, where he conducted 2 different sessions: A keynote lecture on “How to start innovation?” with a selected audience of practitioners and Innovation managers of relevant corporations and companies, and a workshop based on his own methodology “The Innovation expedition - the FORTH Method “, open to the public, where entrepreneurs and other interested on innovation stakeholders were invited.

Both events were remarkably successful, due to his outstanding communication skills to deliver insightful concepts, in a well elaborated and brilliantly articulated presentation full of passion, emotion and metaphors ready to be grasped and remembered.

The feedback collected from the different parties of attendees has been fully satisfactory, and Mr. van Wulfen was clearly above the (high) expectations, with his accessible and engaging speech. “He can make understandable and amusing the concepts of Innovation in the front end, regardless the blurry and undefined such territory might be” as started by one of the inspired participants in the workshop.

The BBVA innovation Centers is recognized for the quality of its contents, and I must acknowledge is thanks to contributions like the sessions with Gijs van Wulfen we may build and maintain such reputation.

I definitely recommend Gijs as inspirational speaker, for any audience willing to explore the uncharted waters of Innovation, and activate the spark of Innovation in their teams and projects. Please do not hesitate to contact me should you require any further comment

Sincerely,

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