

# JAY ACUNZO

(uh-CUNN-zo)



## INTRODUCTION SCRIPT

Jay Acunzo helps people navigate a problem that hurts careers and companies alike: In a world of infinite information and endless advice, it has never been easier to be average. If we don't have an idea or an answer, we can follow someone else's.

So how do we break from the endless cycle of reactive work? What's the difference between settling for the average approach ... and doing something exceptional instead?

A former digital media strategist at Google, Jay is the author of the book *Break the Wheel* and the host of the podcast *Unthinkable*. When he's not telling innovation stories, he's leading the education company Marketing Showrunners, which teaches leaders from brands like Adobe, the New York Times, and Shopify how to make their audience's favorite podcasts.

When Jay was 12 years old, his mom's friend asked him to appear in the first episode of her cooking show, because according to the chef, "Jay is always the biggest goof in the room."

Jay likes to THINK he's grown up ... but you be the judge.

**Please welcome ... Jay Acunzo!**