



INTRODUCTION

Caleb Gardner

Caleb Gardner is an author, entrepreneur, and global expert in technology, politics, and change management, who helps leaders navigate disruption and lead through uncertainty.

After leading digital strategy for President Barack Obama—growing the @BarackObama Twitter account to the most followed in the world—Caleb co-founded 18 Coffees, a strategy and transformation consulting firm. As managing partner, Caleb uses his 20+ years of experience with global clients like Comcast, Bose Corporation, Sirius XM, and United Way Worldwide to help leaders around the world transform their companies in the face of uncertainty and change.

His book, *No Point B: Rules for Leading Change in the New Hyper-Connected, Radically Conscious Economy*, has been called "a roadmap and a reckoning," and "a vital and engaging recipe for embracing change."

Companies come to Caleb paralyzed by uncertainty and desperate for change; they leave inspired, uplifted, and ready to lead with confidence.

Please welcome, Caleb Gardner.