HiCue speakers
Higher Content & Inspiration



RON JOHNSON

Creator of the Apple Store and Genius Bar, retail visionary, and author showing how human-centered service fuels breakthrough innovation

---

- Creator of the Apple Store and the Genius Bar, the fastest retail business ever to reach $1 billion in annual sales
- Author of Shop Different: How Retail Revealed Apple's Genius (Harper Business, 2026), the inside story of building Apple Retail with Steve Jobs
- Former Apple Senior Vice President of Retail, Target merchandising executive, and CEO of JCPenney
- Founder of Enjoy, a pioneering company that delivered technology and personal setup directly to customers' homes
- Stanford and Harvard Business School graduate, featured in The New York Times, The Wall Street Journal, Fortune, and CNBC

Ron Johnson is the retail visionary who created the Apple Store and the Genius Bar, transforming the way the world shops and redefining what customers expect from a brand. Recruited by Steve Jobs in 2000 as Apple's Senior Vice President of Retail, he built a store concept that many experts predicted would fail. Instead, it became the fastest retail business ever to reach $1 billion in annual sales and one of the most productive retail networks in the world.

Before Apple, Johnson spent more than fifteen years at Target, where he led merchandising and brought design to the mass market through a groundbreaking collaboration with architect Michael Graves. He later served as CEO of JCPenney, leading an ambitious effort to reinvent the American department store, and founded Enjoy, a company that brought technology and expert setup directly to customers' homes.

These experiences, marked by bold innovation, extraordinary success, and hard-won lessons, are at the heart of his book Shop Different: How Retail Revealed Apple's Genius (Harper Business, 2026). It offers an insider's account of working alongside Steve Jobs and of a store strategy built on service rather than sales, in which employees earned no commissions and focused on enriching customers' lives.

Johnson holds a degree in economics from Stanford University and an MBA from Harvard Business School. His insights have appeared in The New York Times, The Wall Street Journal, the Financial Times, and Fortune, and he is a frequent guest on CNBC and Fox Business.

As a speaker, Johnson helps organizations drive innovation, deliver exceptional customer experiences, and build cultures grounded in trust, purpose, and kindness. His message is especially relevant in the age of artificial intelligence: technology should serve people, and human connection remains the ultimate competitive advantage.

TEMAS

Ron tailors each presentation to the needs of his audience and is not limited to the topics listed below. Please ask us about any subject that interests you:

- Innovation and Breakthrough Thinking
- Customer Experience and Customer Loyalty
- The Future of Retail in the Age of AI
- Leadership and Organizational Culture
- Leading Through Change and Disruption
- Lessons from Steve Jobs and Apple
- Building Human-Centered Brands
- Employee Engagement and Purpose-Driven Teams
- Creativity, Courage, and Resilience
- Learning from Failure and Reinvention

PROGRAMAS

Three-Sentence Essence

Great businesses are built on serving people, not just selling to them. Ron Johnson, creator of the Apple Store, shares the human-centered principles that turned a risky idea into one of the most successful retail concepts in history. His message inspires leaders to innovate with courage, build cultures of trust and kindness, and keep people at the center in the age of AI.

Defying Gravity: The Untold Story of the Apple Store and the Courage to Create What's Next

In 2001, experts predicted the Apple Store would fail. It went on to change retail forever.

In this behind-the-scenes keynote, Ron Johnson shares how he and Steve Jobs conceived the Apple Store and the Genius Bar, from a secret prototype built in a warehouse to a global network that became the fastest retail business to reach $1 billion in annual sales. He reveals why the stores were designed to enrich lives rather than simply move products, and how a focus on service and kindness redefined what customers expect.

Drawing on his book Shop Different, Johnson offers a practical playbook for big ideas:

trusting imagination and intuition, questioning industry assumptions, and finding the courage to reinvent an entire category. Audiences leave inspired to rethink what is possible in their own organizations.

The Imaginative Leader: How Courage, Creativity, and Resilience Drive Breakthrough Innovation

Innovation is not a department. It is a mindset that leaders must build into every part of their organizations.

Drawing on his experience at Target, building Apple Retail, and leading a bold reinvention at JCPenney, Ron Johnson explores what it takes to create breakthrough ideas and see them through. He shares candid lessons on success, adversity, and failure, and explains why the human-centered principles behind Apple's success matter more than ever in an AI-powered marketplace.

Leaders gain practical frameworks for building a culture of imagination, where technology serves as a powerful tool and human creativity remains at the center. A compelling keynote for executives seeking to innovate with courage in times of rapid change.

Leading Through Change: How to Help Your Team Embrace Disruption and Win

The future of work will not be defined by technology alone, but by culture and the way people work together.

Ron Johnson explains how leaders can guide their teams through disruption with clarity, trust, and purpose. Drawing on the culture he built at Apple Retail, where employees were empowered to serve customers rather than chase sales, he shows how values such as love, joy, and kindness can become a powerful driver of performance.

Participants discover how to create an environment where people feel they belong, embrace change instead of resisting it, and bring their best work every day. A practical and inspiring presentation for organizations navigating AI, transformation, and an evolving workplace.

Shop Different: Why Human Connection Is the Future of Retail

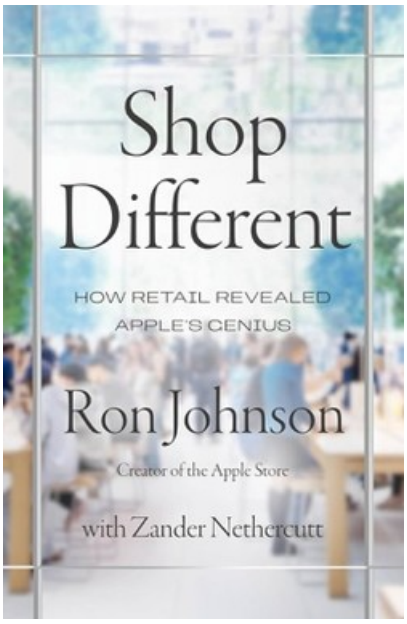
In a world of algorithms and one-click shopping, why do people still go to stores?

Ron Johnson challenges the idea that artificial intelligence and e-commerce will replace the physical customer experience. Drawing on decades of leadership at Target, Apple, and beyond, he explains why most retail sales still happen in stores, and why the brands that win will be those that create connection, discovery, and genuine service.

Audiences learn how to use technology to inform and empower customers without losing the human touch, design experiences people want to return to, and turn employees into a brand's most valuable asset. Essential for retail, consumer, banking, and service organizations rethinking how they engage their customers.

PUBLICACIONES

Libros



SHOP DIFFERENT: HOW RETAIL REVEALED APPLE'S GENIUS

CONDICIONES

- **Travels from:** San Francisco, USA
- **Fee Range:** Please Inquire