HiCue speakers
Higher Content & Inspiration



MATTHEW LUHN

Top Storytelling and Creativity Speaker, Disney/Pixar Veteran, Fortune 500 Storytelling Consultant, Award-Winning Writer & Director

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- Matthew's story credits include Toy Story, Toy Story 2, Toy Story 3, Monsters Inc., Monsters University, Finding Nemo, UP, Cars, and Ratatouille
- Uses the power of storytelling to bridge the gap between business and heart
- Shares his experience creating and developing 10 blockbuster films at Pixar, and provides practical strategies that teach and inspire people and teams to connect more effectively with audiences
- Knows what it takes to create memorable stories with enduring characters
- Talks about how big data is being used to create great stories and characters in films like Toy Story 3, Inside Out and beyond
- From filmmaking to business, Matthew's story talks are beneficial to anybody want-ing to improve their story skills, or learn the persuasion of great storytelling

You may not recognize Matthew Luhn's name, but you definitely know his work: The Simpsons, Toy Story, Monsters Inc., Finding Nemo, Cars, UP, and Ratatouille. After a 20+ year career at Disney/Pixar, he turned his focus to helping the corporate world leverage the art and science of storytelling for business success, authoring The Best Story Wins and consulting companies such as Charles Schwab and Adidas.

He has delighted a range of Fortune 1000 audiences including Apple, Capital One, Clorox, Facebook, Gartner, Google, Microsoft, PayPal, Procter & Gamble, Sony, Target, and Vrbo. His keynotes and workshops have been featured at BNY Mellon, BMW, Walt Disney Imagineering, Walt Disney Family Museum, Lego, Prudential Insurance, Salesforce, Volkswagen, Wells Fargo, and many more.

Matthew Luhn's inspiring personal story, from a third-generation toy store owner's son to Pixar storyteller, models one of his best storytelling tips: capture your audience in eight seconds or less. His early life drawing with his dad, getting accepted to CalArts, and being recruited by Steve Jobs to join Pixar is part of the magic he shares in every keynote.

He is also an award-winning filmmaker, most recently writing and directing the animated short Sprite Fright.

Matthew Luhn's highly entertaining talks have earned glowing reviews, lauding his talent as a teacher and passion for providing any audience with the tools to immediately activate storytelling skills for business success. As the president of one host company wrote, "Matthew Luhn has an incredible ability to captivate an audience through the art of storytelling. Unveiling some of the most insightful techniques used in Pixar films, he can effortlessly simplify complex ideas into concise messages—a valued skill in business. Matthew highlighted actionable tactics that sharpened my own team's storytelling skills right away."

Why Matthew Luhn?

Matthew Luhn has heard thousands of great ideas while working at Pixar, The Simpsons, and ILM, but how is it that some of these ideas make great movies and TV shows, while others don't make the cut? The answer: the best innovators and directors have developed a

process that focuses their team's creativity into not only creating great ideas but also fleshing them out – something Matthew has experienced firsthand.

TEMAS

Matthew 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:

- Artificial Intelligence (AI) & Storytelling
- Business
- Creativity
- Innovation
- Marketing

PROGRAMAS

AI & Storytelling

In this uplifting and empowering talk, master storyteller Matthew Luhn shares how AI is being used as a tool, copilot, and muse to create new ideas and stories for entertainment, business, and beyond. As one of the first animators on Toy Story, the first computer-generated animated film released by Pixar, Matthew is well versed in how new technology can transform an industry and create memorable stories. Matthew's story credits include Toy Story 1, 2, and 3, Monsters Inc., Finding Nemo, Cars, UP, and Ratatouille. Like CG (computer) animation, AI is another tool in our storytelling toolkit—enhancing, not replacing creativity and innovation. Matthew will share his tips on how to use AI to bridge the gap between new technology and great storytelling.

Storytelling for business

Storytelling is the #1 business skill necessary to connect, motivate, and lead people in today's world. Stories compel us to engage in experiences, learn lessons, and define our

values and ourselves within our organization. Matthew Luhn, a 20-year Pixar story veteran, brings his experience creating and developing 10 blockbuster films at Pixar, and provides practical strategies that teach and inspire people and teams to connect more effectively with audiences on an emotional level. Matthew uses the power of storytelling to bridge the gap between business and heart, driving your story toward one unforgettable selling point.

StorySelling

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Big Data and Story Telling

Big data is changing everything from content development to culture itself. Matthew Luhn, a 20 year Pixar story veteran will share how big data is being used to create great stories and characters in films like Toy Story 3, Inside Out and beyond. Matthew's experience and insight will empower and inspire publishers, advertisers and innovators on how to forge stronger, more meaningful connections with consumers.

Inspiring Creativity in the Workplace

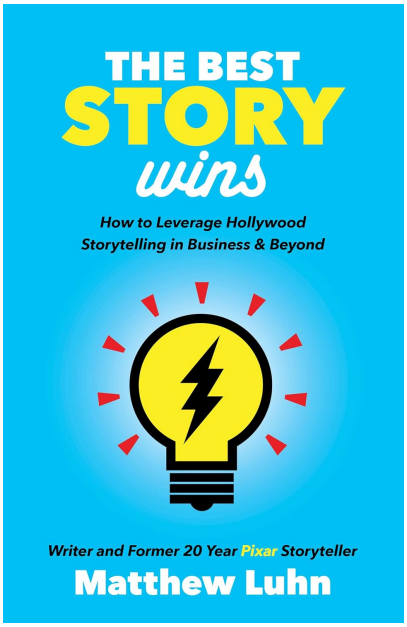
As one of the original story creators at Pixar Animation Studios, Matthew Luhn participated in building and sustaining the creative culture at Pixar from startup to the most successful filmmaking group in the history of Hollywood. Matthew's engaging and action-oriented talk will provide strategies on how to create a culture that encourages and nurtures new ideas, and embraces fear and failing as a necessary part of the creative process. He demonstrates how to empower relationships and build trust through authentic communication.

Becoming an Effective Leader, as Told by Pixar Heroes

It's the Feel that Seals the Deal: Are Your Consumers Feelin' it?

PUBLICACIONES

Libros



THE BEST STORY WINS

CONDICIONES

- **Travels from:** California, USA
- **Fee Range:** Please Inquire