

// ExO Expert



**Shammy
Jacob**

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Shammy is a creative leader, a sustainability practitioner and an organic farmer. He spent over 15 years at Nike World headquarters both in the U.S. and Europe from product to innovation. His last role at Nike was the Director for Sustainable Ventures. He is a leading Design Thinking Architect and is the founding member of THINK, The Amsterdam School of Creative Leadership.

Shammy runs a business innovation center in his farm in Chennai, India, where companies come and participate in creative sessions. Companies gather for workshops, meetings, seminars and various think-tank activities.

Shammy has a large network of over 400 business innovators based in the US, Europe and Asia. His network comprises design researchers, business strategists, creatives, visual artists and sustainability architects.

Shammy is also an experienced executive coach with over 25 years of management, leadership and coaching experience. His reputation continues to grow, as an exceptional creative leader across a diverse range of sectors from fashion to IT, education to hospitality, organic farming to waste management. He is referred to by his peers as a “restless creative”. He is experienced working both 1-to-1 with board directors and senior executives, as well as in groups with senior management teams and focuses on growth for high performing leaders. His light hearted yet empathetic hands-on approach in achieving goals & results, makes him an effective change agent in any situation.