

DAVID NOUR



About: Iranian-born CEO of The Nour Group; adjunct professor at the Goizueta Business School, Emory University.

Ideas: Champion of Relationship Economics, which quantifies social capital as an organization's greatest asset, and advocate of Co-Creation for innovative solutions. Creator of the "Curve Benders" – how a firm's most strategic relationships power non-linear growth in the future of work.

Content: *Curve Benders; Co-Create; Relationship Economics; Return on Impact; ConnectAbility; The Entrepreneur's Guide to Raising Capital; nourgroupp.com*

T50 Verdict: "Energetic, inventive thinker with practical ideas about how strategic relationships fuel enterprise value creation."