

Saku Tuominen**Creative Director and Founder, Idealist Group, Finland**

Saku Tuominen founded Broadcasters, the leading Finnish tv-production company together with Juha Tynkkynen in 1990. In 1995 they sold it to Strix Television, but bought it back in 1998. In 2004 they sold the company again, now to Zodiak Television.

Saku Tuominen has produced more than 100 different TV series including big international formats from Strictly Come Dancing to Survivor, from Ant & Decs Saturday Night Takeaway to Have I Got News For You, as well as dozens of shows created in house.

Shows created by Saku and his team have been optioned in more than 25 countries and licenced in more than 10 countries. He has won more than 30 TV prizes in Finland, including four times The Format Of The Year -prize and 7 Venla's-statues (The Emmy of Finland). As a co-creator of the kids music show Staraoke he has also won an International Emmy.

Saku Tuominen was a Chief Creative Officer of Zodiak Entertainment, world's 3rd largest production for two years (2009-2010). He was responsible for improving the creative process in 45 companies, in 17 countries.

In addition to this, Saku Tuominen is one of the leading consultants in creativity in Finland giving lectures and consulting to many big companies. He also teaches creativity in Aalto University that combines technology, art and design and business.

Saku Tuominen has written four books. Two about creativity, *How Ideas Are Born*.(2004) and *Shaken & Stirred* (2010), one about *Going Global* (2011) and one about dried pasta, *Aglio & Olio* (2007). The fifth, *Basta!* About Italian Cuisine will come out next fall.

In 2010 he founded an innovation company Idealist Group which is specialized in producing ideas. They have a wide variety of projects from digital media to suburbs, from seminars to apps, from charity to start ups.

As a hobby he has been writing rock critics for more than 20 years. In 2008 he won the silver medal in Old Timers (35+) World Championships in Ice Hockey in Quebec City.

His big passion is producing olive oil.

