# John Butman Biography

**John Butman** is founder and principal of the idea and content development firm [Idea Platforms, Inc.](http://ideaplatforms.com/) and author of [*Breaking Out*](http://www.amazon.com/Breaking-Out-Build-Influence-Competing/dp/1422172805)*: How to Build Influence in a World of Competing Ideas* (Harvard Business Review Press 2013). He has worked with leading consultancies, CEOs, and senior executives of major companies including members of the Fortune 50, as well as educational institutions, philanthropic organizations, government agencies, and independent professionals, helping them find their fascinations, articulate their ideas, develop books, create idea platforms, and shape their thinking journeys.

Butman’s work has been featured in the New York Times, Financial Times, Forbes, Huffington Post, Inc.com, Harvard Business Review, Bloomberg, Publishers Weekly, Big Think, The Independent, Times of London, and Kirkus Reviews.

He has been involved in the development of some twenty-five books, which have been translated into some twenty languages, including New York Times, Boston Globe, BusinessWeek, and Toronto Globe and Mail bestsellers.