

Fabrizio Rinaldi



Corporate Innovation, Digital Transformation, and Growth Hacking

Key lessons from the art of Brazilian Jiu Jitsu



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Embracing Adaptability

In BJJ, practitioners must constantly adapt to their opponent's moves, teaching us the importance of flexibility in corporate innovation.





Leveraging leverage

Just as a smaller fighter uses leverage to overcome a stronger opponent, businesses can utilize strategic advantages to outmaneuver larger competitors.





Continuous Learning

The discipline of BJJ emphasizes perpetual learning and refinement—a mindset that fuels digital transformation in organizations.





Resilience Under Pressure

Facing challenging opponents in BJJ builds resilience, mirroring how companies must remain steadfast amidst market pressures.





Strategic Patience

BJJ teaches the value of waiting for the right moment to act, a lesson equally vital in executing effective growth hacking strategies.





Innovation Waves

I'm Fabrizio, founder of Innovation Waves – a collective of Creative Technologists and Digital Strategists helping brands ride the waves of Innovation. I'm a well-rounded digital strategist with over 15 years of experience that includes delivering award winning campaigns in Global Advertising agencies such as Ogilvy & Mather and Wunderman Thompson and complex Digital Transformation initiatives in Luxury Fashion houses such as Versace and Giorgio Armani.

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