



Be Fearless: 5 Principles for a Life of Breakthroughs and Purpose

Jean Case

CEO, Case Foundation, and Chairman, National Geographic Society

Interviewer: Sally Blount, Ph.D.

Michael E. Nemmers Professor of Strategy, Kellogg School of Management, Northwestern University

Monday, March 11, 2019, 7:00 PM
New Trier High School/Northfield, Cornog Auditorium
7 Happ Rd., Northfield, IL 60093

Presented by **Family Action Network (FAN)**,
in partnership with Family Service Center, North Shore Country Day School, and the Wolcott School.

This event is **free and open to the public**, and will be taped. Suitable for youth 12+.
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FOR IMMEDIATE RELEASE: JEAN CASE

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Monday, March 11, 2019, 7:00 PM, Be Fearless: 5 Principles for a Life of Breakthroughs and Purpose. New Trier High School, Northfield Campus, Cornog Auditorium, 7 Happ Rd., Northfield, IL 60093. Interviewer: Sally Blount, Ph.D.

Jean Case, the first female **Chairman** of the **National Geographic Society** in its 130-year history and **CEO** of the **Case Foundation**, is a philanthropist, investor and internet and impact investing pioneer who advocates for the importance of embracing a more fearless approach to innovation and transformation. Under her leadership, the Case Foundation has been recognized for its efforts to address significant social challenges, harnessing the best impulses of entrepreneurship, innovation, technology and collaboration to drive exponential impact. Out of this work, the Case Foundation has identified five principles that individuals and organizations can take to “be fearless” and bring about extraordinary change, and Ms. Case has compiled these narratives into a deeply personal and inspirational national best-selling book, **Be Fearless: 5 Principles for a Life of Breakthroughs and Purpose**.

Ms. Case illustrates these principles with storytelling—from her own life-altering moments and **John F. Kennedy’s** history-making moonshot, to **Jane Goodall’s** remarkable breakthroughs in understanding and protecting chimpanzees and other endangered species, to **Bryan Stevenson’s** (FAN '15 and '16) ambitious efforts to end incarceration inequities, to celebrity chef **José Andrés’** decision to be a “first responder” and take his kitchen to the sites of devastating hurricanes to feed the hungry—and much more. In recounting these narratives, Ms. Case appeals to readers to ask themselves, “What’s my big idea?”, “What’s my big bet?”, and then provides the tools to help them get started.

Ms. Case has been profiled in a wide number of publications including the *Wall Street Journal*, *The New York Times*, the *Washington Post*, *Forbes*, *Fast Company*, and *Fortune*, with appearances on Bloomberg, CNN and CNBC. Before co-founding the Case Foundation in 1997, she was a senior executive at **America Online, Inc.**, where she directed the marketing and branding that helped establish AOL as a household utility.

Ms. Case will be interviewed by **Sally Blount, Ph.D.**, the **Michael L. Nemmers Professor of Strategy** at the **Kellogg School of Management** at **Northwestern University**, where she served as dean from 2010-2018. Named one of LinkedIn’s Top Voices at year-end 2017 and Poets and Quants 2017 Dean of the Year, Prof. Blount is known as a transformational change agent, record-setting fundraiser, disciplined operator, and glass ceiling breaker. As a business commentator, she is regularly featured in top news outlets including *The Wall Street Journal*, *Financial Times*, *Forbes*, *The Economist*, *Businessweek*, *Fortune*, and MSNBC. She was the 2012 co-chair of the World Economic Forum on Latin America.

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