

Aaron Hurst

IMPERATIVE.

Aaron Hurst is the foremost expert on the science of purpose at work. In 2014, he brought global awareness to the rise of the fourth economic era in history, the Purpose Economy.



He is the CEO and Co-Founder of **Imperative**, the technology platform for leaders in the new economy. Previously, as the founder of the Taproot Foundation, Aaron catalyzed the \$15 billion pro bono service market. He is a third generation graduate of the University of Michigan.

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