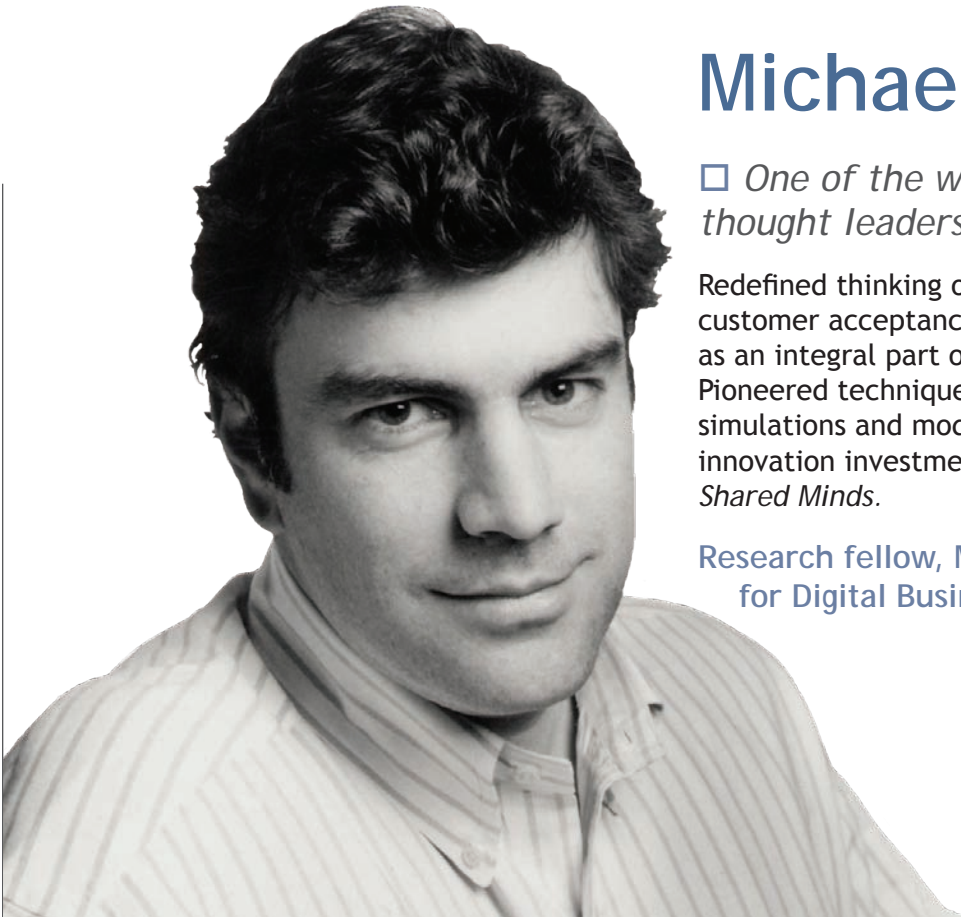




**‘Innovation’ is not what innovators do . . . it is what customers and clients adopt.**



## Michael Schrage

□ *One of the world’s most innovative thought leaders on innovation.* □

Redefined thinking on innovation by focusing on customer acceptance of new products/services as an integral part of the innovation process. Pioneered techniques for using rapid prototyping, simulations and modeling to improve return on innovation investment. Author, *Serious Play* and *Shared Minds*.

Research fellow, MIT Sloan School’s Center for Digital Business.



Ahead of the Curve

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## Highlights

Michael Schrage is one of the world's most innovative thought leaders on innovation.

He has redefined how we think about innovation by **focusing on customer acceptance** of new products and services as an integral part of the innovation process.

He also has pioneered techniques for using rapid prototyping, simulations and modeling to **improve return on innovation investment**.

Michael is the author of two **critically acclaimed books**:

*Serious Play: How the World's Best Companies Simulate to Innovate* and

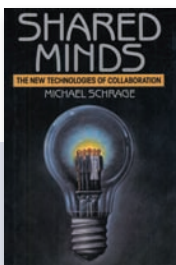
*Shared Minds—The New Technologies of Collaboration*.

A research fellow at the MIT Sloan School's Center for Digital Business, Michael is a columnist for *Fortune*, *CIO Magazine* and MIT's *Technology Review*, and is widely published in the business press. He is a regular contributor to The Conference Board Review.

Michael is a senior advisor to MIT's Security Studies Program and consults to the U.S. government on national security systems innovation.

*Michael is a powerful speaker with a very direct and engaging style.*

*True innovation influences behavior.*



## Collaboration & Innovation

Michael's critically acclaimed first book, *Shared Minds: The New Technologies of Collaboration*, is the first book to explore the tools and dynamics of **successful collaboration** as the behavioral key to successful innovation.

## Innovation & Marketing

Michael's work redefines not just how innovation is done but **what innovation means**. Innovation is not what innovators do; it's not about good new ideas.

*Innovation is about good new ideas that customers will pay a premium to adopt and use!*

The most innovative organizations fuse "marketing" and "innovation" into an integrated strategy for growth. This redefines how you innovate and how you market your innovations.

The key is to understand how your inventions will affect customer relationships and develop strategies that help customers embrace your innovations.

Michael Schrage knows how to make such integrative strategies work.

## Credentials

- Research fellow, Center for Digital Business, MIT Sloan School of Management
- Senior advisor, MIT's Security Studies Program
- Regular contributor, *The Conference Board Review*
- Columnist, *CIO Magazine* and MIT's *Technology Review*; former columnist, *The Los Angeles Times* and *ComputerWorld*
- Op-Ed contributor on national security and public policy, *The Washington Post*
- Top-rated Lecturer at MIT Executive Education Programs
- Former Merrill Lynch Forum Innovation Fellow
- Recipient, Dublin Prize, "The Culture(s) of Prototyping"
- Former director, Ticketmaster

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