

World's Top Innovation Advisors Share Insights on Latest Trends



Dr. Scott J. Edgett



Dr. Robert G. Cooper

***Invite Cooper or Edgett to
present at your next event***



Product Development Institute Inc.®

Global 1000 companies turn to Dr. Robert Cooper and Dr. Scott Edgett for Product Innovation Expertise

Challenges Faced By Executives Today

- ◆ Increase the return on innovation investments
- ◆ Ensure innovation efforts support business goals and objectives
- ◆ Link innovation strategy to the business' strategy for greater impact
- ◆ Raise expectations for better new product performance
- ◆ Drive better results from Stage-Gate® and Portfolio Management Processes
- ◆ Prioritize projects that will achieve maximum value and returns

Invite Dr. Cooper or Dr. Edgett to speak at your next business event

- ◆ Hear the latest in innovation benchmarks and trends
- ◆ Gain first-hand knowledge and insights on what top performing companies are doing to improve their product innovation performance
- ◆ Learn how to accelerate success with fact-based frameworks and methods
- ◆ Receive unbiased advice on tough challenges
- ◆ Obtain content-rich materials on best practices in innovation
- ◆ Benefit from 30+ years of experience observing and working with global companies on product innovation

High Impact Speakers

- ⇒ **Credible**
- ⇒ **Motivating**
- ⇒ **Knowledgeable**
- ⇒ **Engaging**
- ⇒ **Effective**

“Achieving growth through new products, hands-down, requires the full engagement of our leadership teams. To achieve this at ITT, we invited Cooper and Edgett to speak at numerous corporate events around the world. Their subject-matter expertise, vast experience, engaging speaking style and willingness to be direct made a lasting impression on all of our executives and dramatically ‘moved the needle’ on our product development efforts.”

Dick Arra, VP and Chief Technology Officer, ITT

Dr. Cooper and Dr. Edgett's benchmarking studies, best practice research and resulting methodologies have led to some of the most important discoveries in the field of new product development. Their collective works are considered to have achieved one of the most powerful impacts on how companies approach and manage innovation today.

Dr. Robert G. Cooper



- The world's most influential innovation thought leader
- Creator of the world's most popular innovation process: Stage-Gate®
- Celebrated author of best selling book, *Winning at New Products (Third Edition)* as well as ten other highly acclaimed books
- Published 100+ award winning academic articles
- Recipient of numerous prestigious awards
- Internationally renowned for pioneering research in New Product Development
- Professor Emeritus of Marketing and Technology Management at the Michael G. DeGroote School of Business at McMaster University in Ontario, Canada
- Distinguished Fellow at the Institute for the Study of Business Markets (ISBM) at Penn State University, USA

Dr. Scott J. Edgett



- One of the world's top experts in product innovation
- Pioneer of portfolio management for new products
- Author of best-selling book, *Portfolio Management for New Products (Second Edition)* as well as five other highly acclaimed books
- Published 60+ academic research and business articles
- High profile speaker and sought-after consultant
- 20+ years experience working with organizations in product innovation and advising business executives
- Former Professor of the Michael G. DeGroote School of Business, McMaster University in Ontario
- Faculty Scholar at the Institute for the Study of Business Markets (ISBM) at Penn State University, USA
- CEO Product Development Institute and Stage-Gate Inc.

Cooper and Edgett have inspired and empowered thousands of companies with unbiased, reliable and practical solutions

MOST POPULAR PRESENTATIONS:

1. Product Leadership: A Strategy To Innovate
2. Winning at New Products: The Critical Success Factors
3. The Stage-Gate® Innovation Process: Roadmap to New Product Success
4. Portfolio Management: Best Practices for Product Innovation
5. Generating Breakthrough Ideas: Feeding the Innovation Funnel

Results

Proven track record helping companies improve their product innovation capabilities

Reach

Successful client engagements across numerous industries, countries and cultures

Experience

Breadth and depth via front line experience with 5000+ clients

Research

Comprehensive, peer reviewed and longest running benchmark studies

Leadership

The world's most respected experts in NPD – Dr. Robert Cooper and Dr. Scott Edgett

Company • Abbott Laboratories • Advanced Elastomer Systems • AFB International • Air Products & Chemical Inc. • Albuquerque Small Bus. Development Ctr. • Alcan Corporation • Alerton Inc. • Alfa Laval Lund AB • Allstate • Allvac • American Education Services • American Home Products • American Trim • AMETEK, Inc. • AMEX • AMEX Canada Inc. • Ampacorp Corp. • Andrew Corporation • Ansell Healthcare Products Inc. • A.O. Smith • Aramark Uniform & Career Apparel Inc. • Aristech Acrylics • Arizona Chemical • Arrow International, Inc. • AstraZeneca • AstraZeneca (Japan) • Auto Meter Products, Inc. • Ball Corporation • Baltimore Aircoil Company Inc. • Bank of Nova Scotia • Barksdale Controls • Barrick Gold Corporation • BASF Corporation • Baxter International Inc. • Bay Tek • BC Lottery Corporation • BEHR Process Corporation • Belkin Corporation • Better Baked Foods • Binney & Smith Inc. • Biofilm Co. • Biogen Idec Inc. • Biovail Corporation • Board of Church Extension • Bostik Inc. • Boston Scientific Corporation • BSN JOBST • C.R.Bard, Inc. • CAE, Inc. • California State Automobile Association • Canada Post Borderfree • Canadian Bank Note Co., Ltd. • Cargill, Inc. • Cascades Tissue Group • Case New Holland • Cendant • Central New Mexico Community College • Centric Software • Checkpoint Systems • China Textile Institute • Church & Dwight Co., Inc. • CIBA Vision Inc. • CIBC • Classic Accessories • Clorox Company • CNH America LLC • College Center for Library Automation • Columbia Flooring • Columbus McKinnon Corporation • Comcast Cable Communications Management • Compañía De Galletas Noel S.A. • CompX Waterloo • ConocoPhillips • Continental Disc Corporation • Cook Inc. • Corning Incorporated • Delta Faucet Company • Direct Energy • Divestco, Inc. • DocuTech Corporation • Dofasco Inc. • Domtar Industries • Donaldson Company • Dormont Manufacturing Company • Dow Reichhold • Dspfactory Ltd. • Dura Automotive Systems, Inc. • Dynasol Elastomeros, S.A. de C.V. • E.I. 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Smucker Company • The Schwan Food Company • The Sunflower Group • Thermo Electron Corporation • Ticona • Timex Corporation • Triton Systems of Delaware, Inc. • Tronox LLC • Tundra Semiconductor Corporation • Tyson Foods, Inc. • U.G.N. Inc. • U.S.F. Fabrication, Inc. • Unaxis USA • Unifi, Inc. • Union Gas • UOP LLC • Valvoline • Vapor Technologies, Inc. • Veridex LLC • Verizon Wireless • Vestcom Retail Solutions • VIASYS NeuroCare • Victhom Human Bionics Inc. • Waseda University • Western Union Global Marketing • Westfield Insurance Group • Weyerhaeuser • Wilson Tool • Wm. Wrigley Jr. Company • Wyeth Consumer Healthcare • Yazaki North America, Inc



About Product Development Institute

Product Development Institute is dedicated to helping companies improve their approach to new product development and portfolio management. The Institute has conducted some of the world's most comprehensive research and best practices in new product development – research that has led to some of the most important discoveries in product innovation such as: the widely used Stage-Gate® system; the concept of New Product Portfolio Management; and the Innovation Diamond™ Framework.

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