

MEMBERSHIP PROSPECTUS



MEMBERS INCLUDE

ExxonMobil



BAE SYSTEMS



PROGRESSIVE



Nasdaq



TIFFANY & Co.



GOODYEAR

Coca-Cola



HYATT

RALPH
LAUREN

WHAT IS INNOVATION LEADER?

[Innovation Leader](#) is a fast-growing publishing and events company that helps the world's largest companies build their competitive advantage.

Since 2013, Innovation Leader has built a network of 25,000+ corporate innovation, strategy, and R&D professionals from both public and private companies, helping these professionals to strengthen their innovation programs; connect with useful resources, solutions, and vendors; and engage with peers inside innovative labs and workplaces around the globe. For more information about Innovation Leader membership and events, visit www.innovationleader.com or follow us on [Twitter](#), [LinkedIn](#), [Instagram](#) and [Facebook](#).

WHY BECOME A MEMBER?

1 Access to our quarterly research reports, including an archive of more than 20 on topics like metrics, governance, hiring, tech scouting, innovation and risk, and more.

Instant access to downloadable tools for corporate innovation programs, some created by your peers, others designed by Innovation Leader with former corporate innovation executives.

3 Participation in our IL Live Conference calls and Master Class webinars, which allow you to pose questions to other corporate innovation, strategy, and R&D leaders and learn from the best.

Discounts to our in-person events, including Field Studies, one-day Deep Dives, and our annual Impact conference. Discounts average \$250-\$500 off the regular ticket price.

5 More than 600 case studies and interviews, organized from other large organizations like Disney, Google, Hasbro, JetBlue, Starbucks, Marriott, Coca-Cola, Fidelity Investments, USAA, and more.

Complimentary invitations to our executive roundtable series, for director-level and above members, held in cities around the world.

7 Access to our complete video and podcast library, which interviews innovators from companies like Shell, Kellogg's, the Orlando Magic, Bose, Pfizer, Stanley Black and Decker, Walmart, and more.

Copies of our print magazine, delivered right to your office, and access to our other PDF offerings, such as our Pointers series of curated thought leadership advice.

9 Free postings on the Innovation Leader job board when you're adding to your team and submissions to our annual Impact Awards program.

Access to the definitive resource for starting or upgrading an innovation team— or building more support for what you already do.

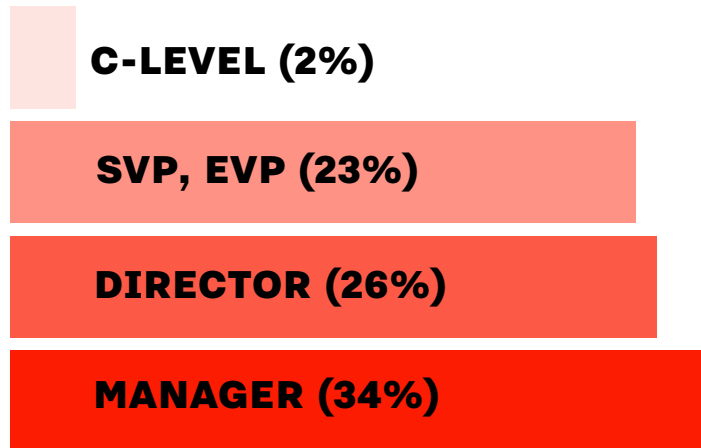


IMPACT



A BREAKDOWN OF INNOVATION LEADER MEMBERS:

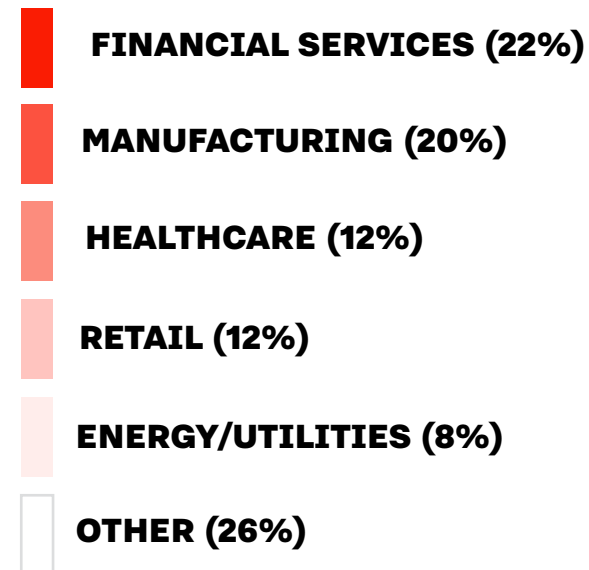
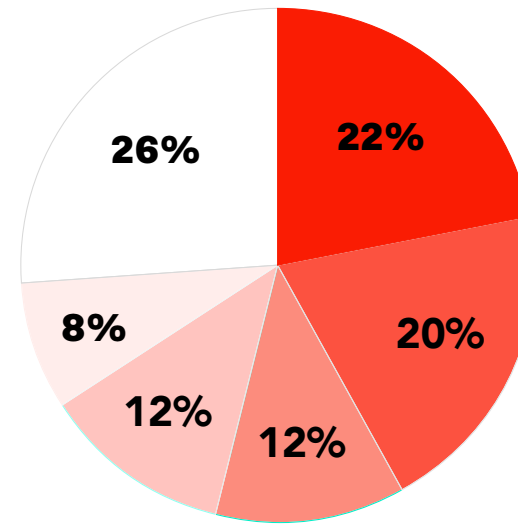
SENIORITY



Members' titles include:

- Chief Innovation Officer
- VP of Strategy and Business Development
- Head of Innovation Labs
- SVP, Global R&D
- Director, Product/Solutions Marketing
- Head of Portfolio Strategy
- Senior Innovation Architect
- Manager, Training and Development
- Design Strategist
- Senior Manager, Customer Experience
- VP Strategy and Innovation
- Global Product Manager

INDUSTRIES



TOPICS

Our members were asked what topics they are interested in. Here's what they prioritize:

- **HOW TO SPUR CULTURAL CHANGE**
- **SPOTTING EMERGING TECHNOLOGIES**
- **BUILDING NETWORKS OF INNOVATORS**
- **METRICS, REPORTING, DASHBOARDS**
- **CO-CREATION WITH CUSTOMERS**
- **ROLLING OUT PROJECTS**
- **GOVERNANCE**
- **INTERACTING WITH STARTUPS**
- **CO-CREATION WITH SUPPLIERS**
- **CHANGING R&D**

Other topics of interest include internal and external communication, lean startup, and hiring.

STAGES WHERE INNOVATION LEADER CAN HELP

Every organization that joins Innovation Leader is at a different stage of what we call “innovation maturity.” Some are just starting to shape their strategy and build teams; others are looking to upgrade or retool a program that is already in place; and still others are looking to continually improve and learn from the best. Where does your organization fall on the spectrum?

JUST STARTING

MORE EXPERIENCED

GETTING GOING



PILOTS & PROTOTYPES



STRUCTURE & FOCUS



SCALE & SURVIVE



INTEGRATED INNOVATION



Goal:

To create a clear vision and secure executive support, along with the necessary resources.

Goal:

To show momentum, attract allies, and start testing new concepts.

Goal:

To build an innovation coalition, put the right metrics and governance in place, and hone their focus.

Goal:

To communicate successes both internally and externally, and deliver bigger results —while avoiding cutbacks.

Goal:

To continue growth, test new approaches and methodologies, and solidify a reputation as a market leader.



Alexis Rolloff of Cambia Health



Brian Mathews of Bright Machines



Scott Burns of Reliant Energy



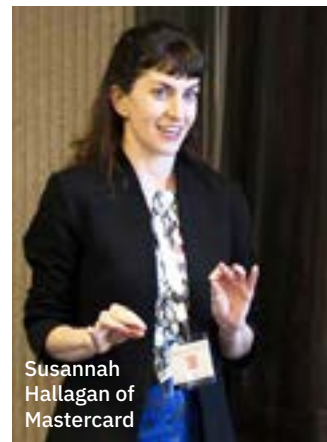
Dan Wheeler of Wahlburgers and Jodi Benson of General Mills

Past Innovation Leader Speakers

Our speakers are all involved in fostering innovation within large organizations. They have roles in R&D, Strategy, Technology, Design, Marketing, HR, or other functions. We've had CEOs of public companies talking about innovation at a high level, as well as innovation catalysts or team members who can teach a particular approach or methodology that they use in their organization.



Steve Rader of NASA



Susannah Hallagan of Mastercard



Micah Fening and Marc Hitt of Nationwide



Dave Anderko of Hormel Foods



Kirsten Aune,
Director of Strategy & Innovation,
General Mills.



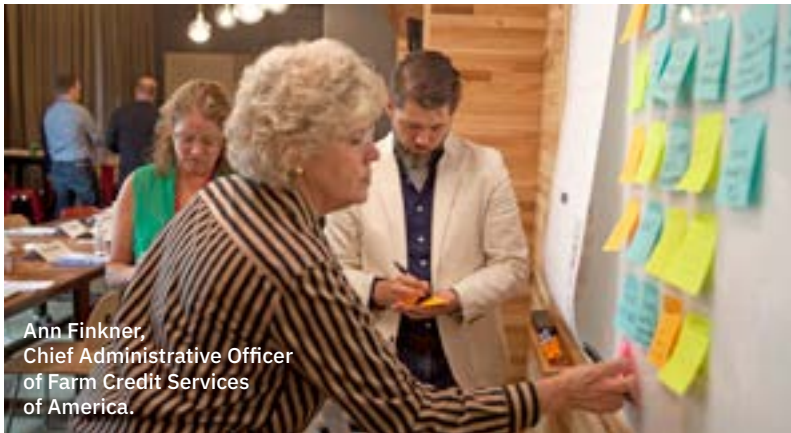
Alex Slawsby of EmbraerX with
Ajay Kapoor of SharkNinja.



Brant Cooper of Moves the
Needle helps guide the
roundtable conversation in
Minneapolis.



Participants enjoy
lunch discussions
in the New Lab atrium.



Ann Finkner,
Chief Administrative Officer
of Farm Credit Services
of America.



Will Handzel, Engineering
Group Manager, iHub at
General Motors.

Past Innovation Leader Events

Our Roundtables and Deep Dive events focus on a single theme, delivering incredibly high value to participants. Usually, we host them in corporate labs or startup spaces. We've run gatherings at the CME Group, Johnson & Johnson, LinkedIn, MassChallenge, MasterCard, MIT, Target, Royal Bank of Scotland, Verizon, Tiffany & Co., Whirlpool, WorkBench, and many others.

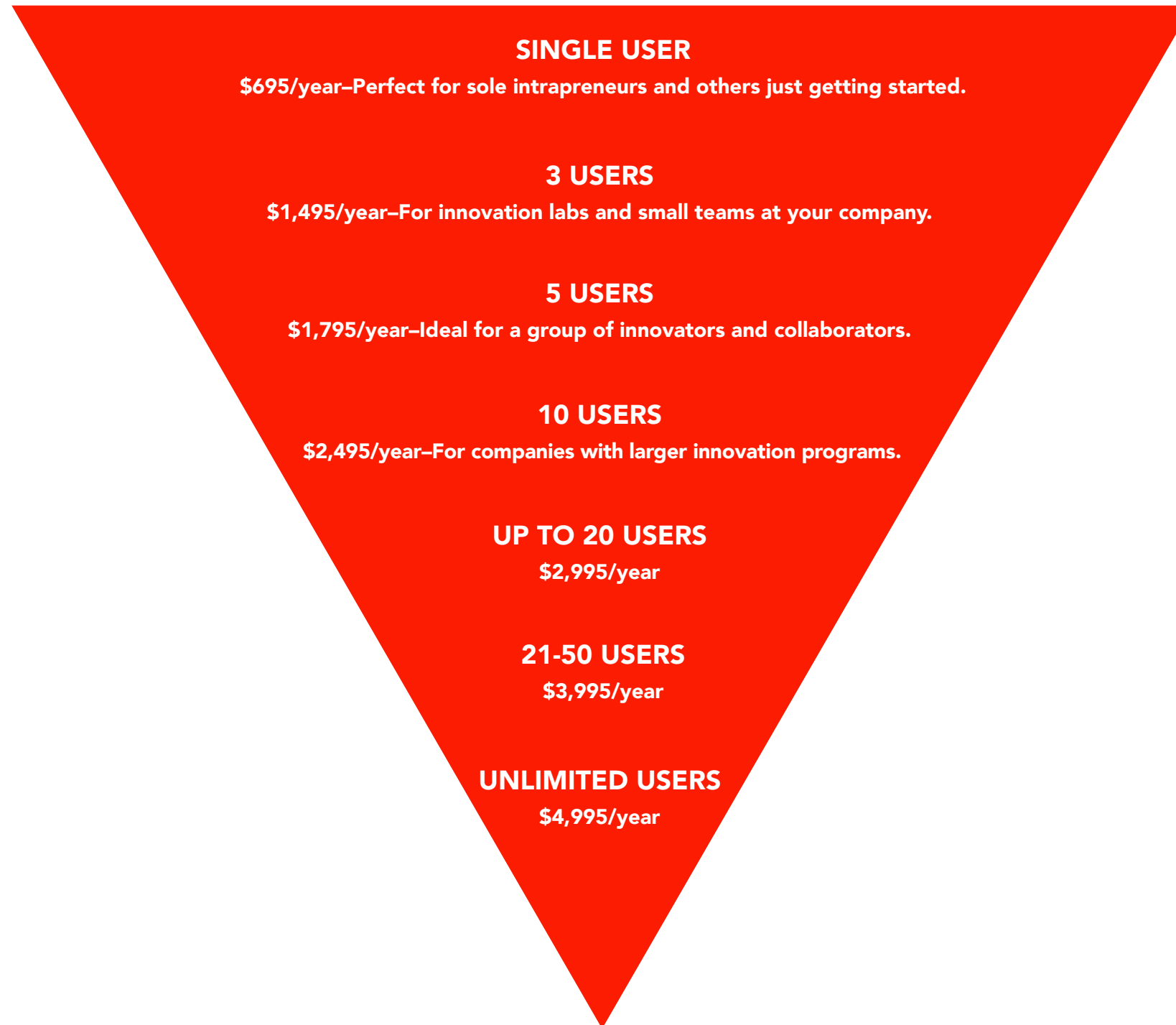
Our Field Studies provide an engaging and collaborative forum for innovation executives, enabling them to visit other innovation spaces, share war stories, and benefit from the insight of their peers. We've taken Field Study participants to dozens of innovation spaces at the world's best-known brands, including Adobe, Barclays, BMW, the Cleveland Clinic, CVS, Fidelity, Ford, Google, Home Depot, IBM, Johnson & Johnson, Microsoft, NASDAQ, Porsche, Starbucks, Twitter, Visa and many others.



Innovation Leader's Scott Kirsner
with Dana Naberezny, Head of the
Jewelry Design and Innovation
Workshop at Tiffany & Co.

MEMBERSHIP OPPORTUNITIES

Membership Tier opportunities and custom membership.



MEMBER TESTIMONIALS



Stacey Butler, Director of Innovation & NRG Go at *Reliant Energy*

"Innovation Leader events are a great source of real-world insights applicable to all levels of your innovation organization - a great forum for thinking about your challenges in an environment open to 'The Possible.'"



Elizabeth Kiehner, Global Leader / IBM Design Principal at *IBM*

"IL is a high-value, no BS experience that is all content and no fluff."



Melanie Nuce, Senior Vice President of *GS1 US*

"Innovation Leader is hands down the best investment my team has made in connecting with others in the transformation business."



Amit Bhatia, Head of Manulife at *John Hancock Innovation Labs (LOFTs)*

"Fantastic opportunity to meet and interact with colleagues from different industries and companies that are tackling similar innovation problems in different ways."



Carol Miller, Former Vice President of Innovation at *American Greetings*

"Every [event], live leader session, Field Study, magazine, online resource, etc. gets better and better! The quality of conversation continues to blow me away. I highly recommend you become a member and take advantage of this amazing group of professionals."



Mariel Devesa, Former Head of Innovation at *Farmers Insurance*

"Innovation Leader provides an inside view into innovative companies. ...The magazine is insightful and their events are some of the best I've been to."



CONTACT US

Interested in joining Innovation Leader?

Andrew Donovan focuses on growing Innovation Leader's network as the lead of our sales team. He specializes in working with corporate C-Level and Senior Executives within Innovation, R&D, Strategy, New Product Development, HR, and Design roles that are responsible for innovation initiatives at their organizations.

Andrew Donovan - *Senior Director of Sales and Sponsorship*

Phone: 617-398-7899

Email: andy@innovationleader.com