

A background photograph of a group of people at a conference or meeting. In the foreground, a man with a beard and a grey jacket is looking down and smiling. Behind him, another man in a blue shirt is also smiling. The background is slightly blurred, showing other people and a white table.

**Everything you need
to accelerate innovation
inside your company.**



**InnoLead is the world's
largest network of
corporate innovators.**

Contact InnoLead at join@innolead.com



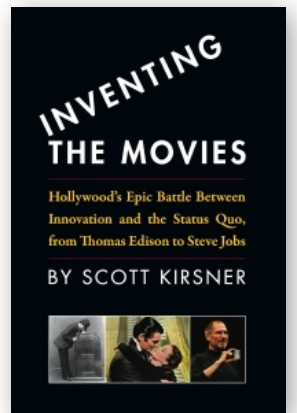
The logo for 3M, consisting of the letters '3M' in a bold, red, sans-serif font.The logo for Johnson & Johnson, featuring the company name in a red, cursive script font.The logo for Walmart, featuring the word 'Walmart' in blue and a yellow six-pointed star.The logo for amazon.com, featuring the word 'amazon.com' in a black, sans-serif font with a yellow arrow pointing from 'a' to 'm'.The logo for LinkedIn, featuring the word 'Linked' in black and 'in' in white on a blue square background.The logo for Marriott, featuring a red stylized 'M' followed by the word 'Marriott' in a red, serif font.The logo for Progressive, featuring the word 'PROGRESSIVE' in a blue, italicized, sans-serif font.The logo for Netflix, featuring the word 'NETFLIX' in a red, sans-serif font.The logo for Verizon, featuring the word 'verizon' in a black, lowercase, sans-serif font with a red checkmark above the 'v'.The logo for Tiffany & Co., featuring the words 'TIFFANY & CO.' in a black, serif font.The logo for ExxonMobil, featuring the word 'ExxonMobil' in a red, sans-serif font.The logo for Walt Disney, featuring the words 'Walt Disney' in a black, cursive script font.The logo for Kimberly-Clark, featuring a blue circular emblem with a white star and the words 'Kimberly-Clark' in a blue, sans-serif font.The logo for Cargill, featuring the word 'Cargill' in a black, serif font with a green leaf-like shape above the 'i'.

Our members are
2,000+ innovation
executives at the
world's most
innovative companies



**We are founded by
award-winning
innovation author
and journalist
Scott Kirsner.**

Best known for his collaboration with filmmaker **George Lucas** on a book about innovation in Hollywood ("Inventing the Movies"), Scott has been a contributing writer for Wired and Fast Company; writes a weekly column on innovation for The Boston Globe; and has written for The New York Times, Business Week, Newsweek, Variety, The Hollywood Reporter, CIO and others.

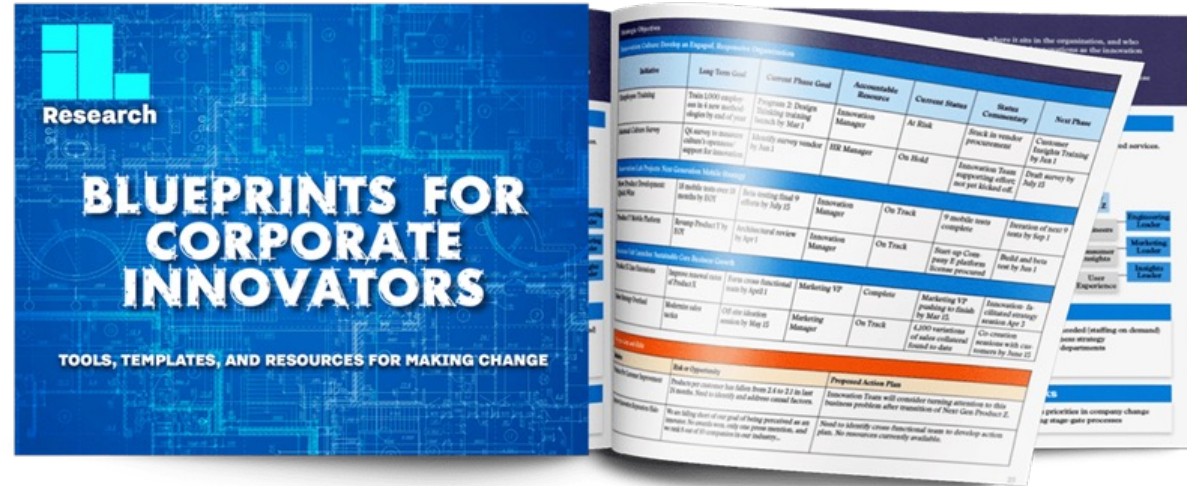


Why become a member?



You can benchmark your innovation budget, staffing, approach and impact.

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You can use our tools and templates to improve your innovation program.

[Visit Resources >](#)

Definition of Success: There is an unambiguous objective that innovation activity within our organization must achieve.
(e.g., Generate \$100M in new revenue in 5 years; build new digital capabilities; improve Net Promoter Score (NPS) by 10 points.)

Strongly Agree Agree Somewhat Agree Neither Agree nor Disagree Somewhat Disagree Disagree Strongly Disagree

Strategy: Our innovation strategy is clearly defined, commonly understood and its components include specific innovation objectives, target markets, desired outcomes, etc.

Strongly Agree Agree Somewhat Agree Neither Agree nor Disagree

Structure: We are organized optimally to achieve the objectives for each initiative (e.g., long-term, short-term, etc.)
(e.g., "Exploit" teams focused on core process improvement are distinct from "Explore" teams focused on new product development.)

Strongly Agree Agree Somewhat Agree Neither Agree nor Disagree

Resources: We have distinct sets of processes and resources in place to support activities targeting each different time horizon.
(e.g., New venture building processes, people and budgets are different from those used to advance H1 or H2 initiatives.)

Strongly Agree Agree Somewhat Agree Neither Agree nor Disagree Somewhat Disagree Disagree Strongly Disagree

Startup Strategy Assessment

1. We have defined our goals in engaging with the startup ecosystem (for instance, making investments or collaborating with startups to develop new offerings).

☐ Yes

☐ No

☐ In Progress

Next

You can assess your organization's innovation mindset, program & strategy.

[Visit Assessments >](#)



**You can access frameworks
and internal documents
developed by our other members.**

[Visit Resources >](#)



How **GenAI** is Transforming the Innovation Process

Join U+ CEO Jan Beránek and Managing Partner Sean Sheppard to explore how generative AI-based tools are transforming corporate innovation.



REGISTER

MACH49   PRESENT

Disrupting a Billion-Dollar Business From the Inside

Featuring the head of Hines Global Ventures, Kathryn Scheckel, and Mach49 Chief Revenue Officer Mark Simoncelli

Thursday, July 27 at 1 p.m. ET



You can get your team smarter about critical innovation topics, including GenAI.

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Meta Platforms' Laura Kusumoto, who heads up Meta's Enterprise XR Hub and who was previously Disney's head of Technology Innovation Enablement, speaks with other InnoLead members at a recent roundtable on the implementation of AR systems.

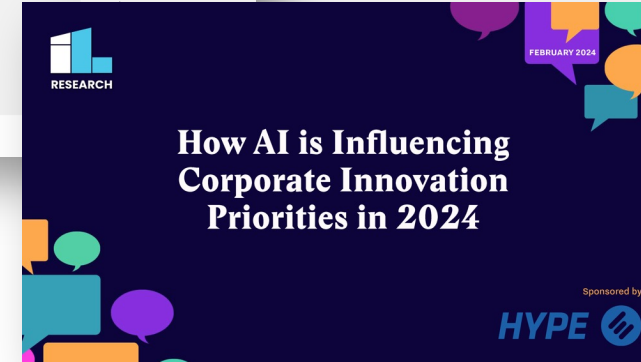
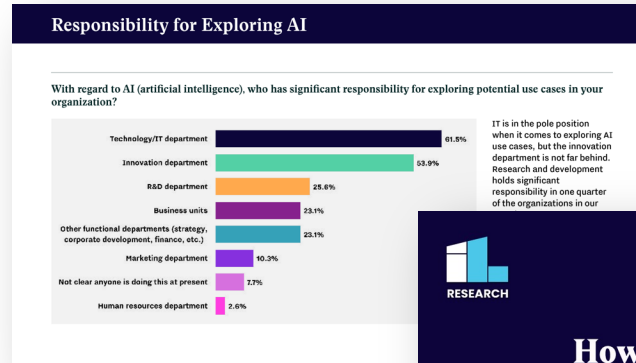
Ralph Lauren SVP Product and Manufacturing Innovation Jason Berns shares innovation practices with other InnoLead members about supply-chain innovation at a recent roundtable. Beside him is Nasdaq VP Corporate Strategy Rebecca Cameron.



You can interact with other members at our in-person and online events, or in our Slack channel.

[Upcoming Events >](#)

[Slack Channel >](#)



You can benefit from our testing, insights and intel on timely topics.

Hot Optics

Artificial Intelligence >

Innovation Metrics >

Working With Startups >

You can use exclusive discounts from innovation platforms and providers.

FUTURETHINK

Skill-building programs and in-person training for innovators that are aimed at sparking disruptive thinking, envisioning the future, boosting productivity, simplifying work and “killing complexity.”



Discounted license to Klever AI’s “Digital Decision Rooms” to secure stakeholder buy-in for technology decisions, ensuring inclusivity and transparency, and improving adoption rates.

WALDO

Discounted access to Waldo, a personalized AI research tool for innovators that need customized market analyses, trend scans, competitive landscapes, audience profiles and more.



Discounted access to AI-driven UX research platform Wevo, which provides reliable, statistically significant user insights about their digital experiences in a fraction of the time.

And others!

[Visit Discounts >](#)

**You can find the
right partners to
help you drive
innovation.**



“The InnoLead team has done a great job understanding what our specific needs are, whether it’s a smaller engagement or something larger, and bringing together partners that meet that specific need.”

NRG Energy

Vice President Enterprise Innovation
Scott Burns



“The InnoLead team saved me a lot of time and energy by helping me carefully define my consulting needs and then by making introductions to a narrow set of the right potential partners.”

Pacific Life

Head of Business Strategy
Peter Maathey

[Vendor Matchmaking >](#)

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**You can use our
concierge team to
quickly solve
problems and find
what you need, like**

Actual recent member inquiries ...

“Can you connect me with other members that have ‘innovation catalyst’ programs?”

“Do you have any scorecards for tracking innovation metrics?”

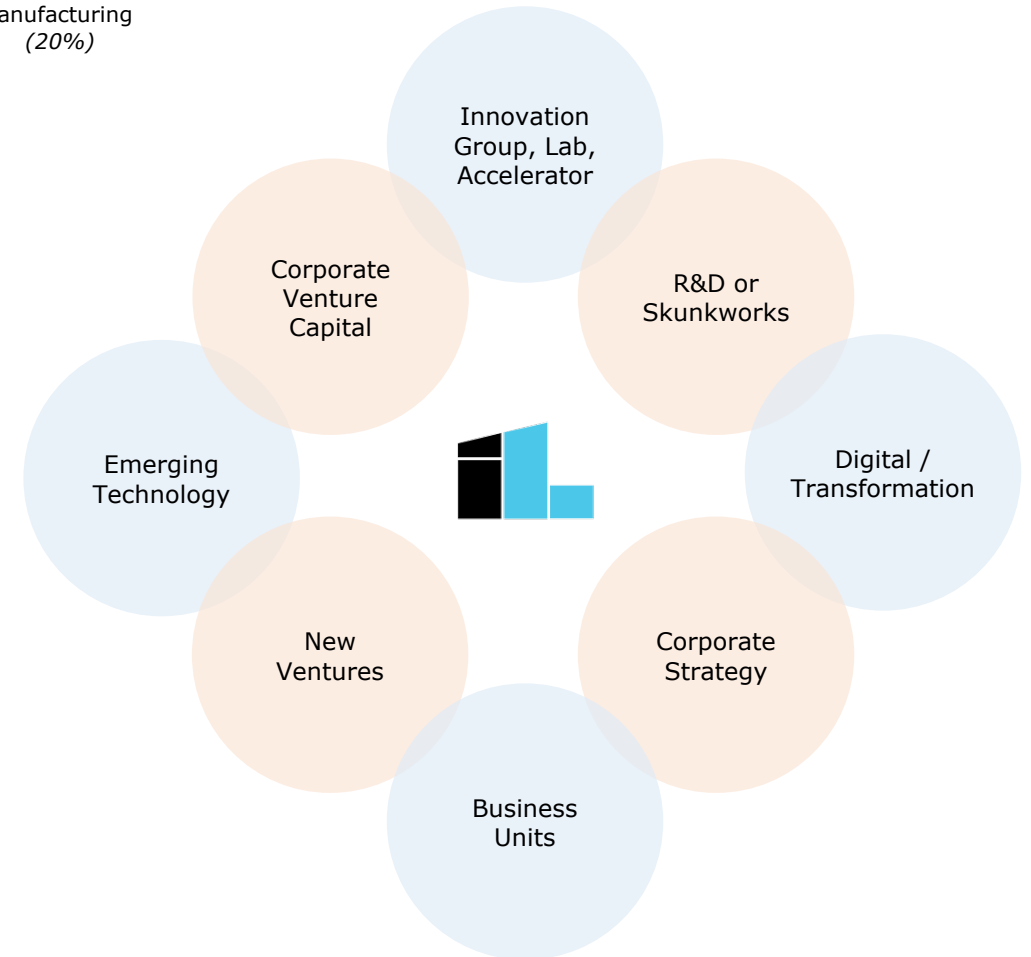
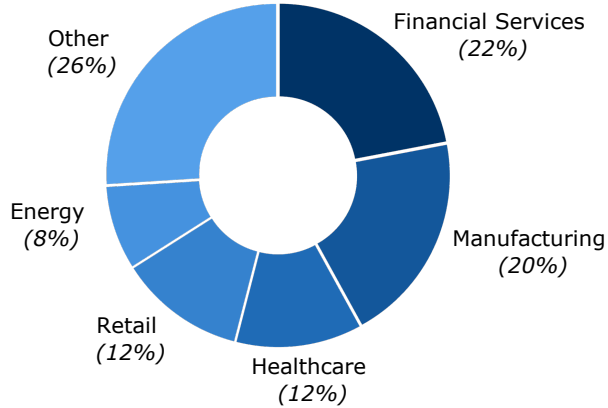
“Do you have any best practices on working with startups?”

“Can you help me expand my consideration set of possible vendors for an innovation project?”

“Do you have any skill-building classes on internal ‘storytelling’ for innovators?”

“Do you have examples of other internal ideation programs?”

Who are the other members?



Our members come from all sectors, across the entire enterprise.

**And they have the
same challenges,
and share the
same objectives,
that you do ...**

- | | |
|-----------------------------|---|
| 1 Fuel Growth | Accelerate growth and innovation within the organization. |
| 2 Move Faster | Create a culture of innovation; build a networks of innovators. |
| 3 Track Trends | Better track, test, and deploy emerging technologies. |
| 4 Prove ROI | Select, track and report key innovation metrics and KPIs. |
| 5 Co-Create | Better collaborate with stakeholders, partners, universities and customers. |
| 6 Achieve Scale | Ensure innovations scale throughout the organization and in-market. |
| 7 Engage Startups | Better source, scout, pilot with, and ultimately “hand off” startups. |
| 8 Accelerate R&D | Deploy new approaches to product development, user research, more. |

Who are they? Here's
a sampling of some
InnoLead members
and program
participants.

Active members and recent event attendees include executives such as:

Transformation Director	AstraZeneca
VP Engineering and Data Science	Bayer
Director of Emerging Technology	BNSF Railway
VP and Head of Corporate Strategy	Bose
Senior Managing Director, Innovation	Charles Schwab
VP Engineering	Crown Equipment
VP Research and Development	Edgewell Personal Care
Technology Scouting & Ventures	Exxon Mobil Corporation
SVP and Head of Fidelity Labs	Fidelity Investments
Global Head of Digital	General Mills
Product Innovation + Strategy	General Motors
SVP Corporate R&D	Hain Celestial Group
VP Global Innovation	Henkel
Global R&D Leader, Robotics	Johnson & Johnson
Head of Digital Innovation Lab	Kimberly-Clark
Chief Innovation Officer	Liberty Mutual
Senior Director, Global Technology	McDonald's
Director of Innovation	Nationwide Corporation
Global Head of AI Innovation Center	Novartis
VP Innovation	NRG Energy
Director of R&D	PepsiCo
SVP Product & Manufac. Innovation	Ralph Lauren
VP Innovation	Schreiber Foods
VP Innovation	Stanley Black & Decker
Digital Innovation Lead	Takeda
Head of Target Accelerator	Target
VP, Innovation	Travelers
Chief Innovation Officer	USAA
Head of Global Innovation Centers	Verizon
Principal Architect, Emerging Tech.	Walt Disney Company

Oh, and our members love us.

“A must read.”

Prudential (\$57B)

Chief Strategy & Marketing Officer, MD
Melissa Kivett

“The go-to source.”

First Advantage (\$1.0B)

Senior Vice President Data Strategy
Anne Marie Dumais

“Fantastic.”

Ford Motor Co. (\$136.3B)

Head of Global Experience Design
Joey Hasty

“The best corporate
innovation event I have
ever attended. Period.”

Computershare (\$2.3B)

Vice President Innovation
Bill Atkinson

“Excellent investment
of time, which is our
most valuable asset.”

Amsurg (\$2.6B)

Chief Information Officer and VP
Eric Thrailkill

“Great insights and
learning time with the
global best...priceless!”

Marriott (\$13.8B)

VP Global Brand Management
Loren Nalewanski

No seriously, they love us.

“Priceless.”

Starbucks (\$29B)
VP Global Operational Innovation
Dennis McGrath

“Game-changing.”

Capital One (\$26B)
Head of Capital One Garage
Gagan Kanjlia

“Inspiring.”

Children’s Hospital (\$5.9B)
Head of Innovation and Digital Health
Carla Small

“The best professional
conference I’ve ever
attended in my career.”

Pearson (\$4.5B)
Head of Product
Matt Hoffberg

“The magazine is insightful
and their events are some
of the best I’ve been to.”

Nationwide (\$41.9B)
Head of Growth and Expansion, Pets
Mariel Devesa

“The quality of
conversation continues
to blow me away.”

American Greetings (\$1.9B)
Vice President Innovation
Carol Miller

Not joking ...

“Inspirational.”

BNP Paribas (\$47B)
Chief Innovation Officer, RISK
Danielle Winandy

“A must-have.”

Stanley Black & Decker (\$15.6B)
VP Breakthrough Innovation
Daniel White

“Fantastic.”

PepsiCo (\$79B)
Head of Global Innovation
Robert Perri

“IL has their finger on the pulse of every aspect of corporate innovation.”

Blue Cross Blue Shield (\$136B)
Chief Innovation Officer / VP Innovation
David Crean

“IL events are a great source of real-world insights.”

Reliant Energy (\$27B)
Director of Innovation
Stacey Butler

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

IBM (\$57B)
Global Lead, IBM Design
Elizabeth Kiehner



How much does it cost?

Membership for your entire company for a full year costs less than a few hours with your consultants ;-)

	Single User	Teams	Enterprise	Independent Consultants
	\$495 per year ONE SEAT For individual corporate leaders.	\$1,995 per year UP TO TEN USERS For teams, departments, networks of champions.	\$4,995 per year UNLIMITED USERS For enterprise innovation programs. Details	\$595 per year ONE SEAT For sole proprietorships.
WHAT'S INCLUDED				
EVERY MEMBERSHIP				
Insights — 1,250+ case studies, interviews, and book excerpts	✓	✓	✓	✓
Headlines — Daily briefings by industry	✓	✓	✓	✓
AI Answers — Ask your specific questions, get answers with links to relevant content. Results downloadable in PDF or Word format.	✓	✓	✓	✓
Videos — 350+ interviews, webcast replays, concept explainers	✓	✓	✓	✓
Resources — 400+ frameworks, playbooks, instant assessments	✓	✓	✓	✓
Events — Members-only programs and calls	✓	✓	✓	✓
Directory — Access to partners, experts	✓	✓	✓	✓
FOR TEAMS				
Sharing — A team library for sharing resources	—	✓	✓	—
Team control — Dashboard to add, remove members	—	✓	✓	—
Support — Priority assistance from InnoLead	—	✓	✓	—
Discounts — 15% off select events, programs	—	✓	✓	—
FOR THE ENTERPRISE				
Unlimited — Uncapped seats across your company	—	—	✓	—
SSO — Single sign-on for your domain, globally	—	—	✓	—
RSS/API — Content feed for internal usage	—	—	✓	—
Support — Direct access to InnoLead leadership	—	—	✓	—
Onboarding — Customized welcome call, briefing	—	—	✓	—
Free Ticket — For select events, programs	—	—	✓	—
FOR CONSULTANTS				
Publish Thought Leadership — Two Thought Leadership articles published on the site per year of membership, and shared in our email newsletter and social channels.	—	—	—	✓
Promotion — Listing in Directory of Providers on our site; ability to edit listing when necessary.	—	—	—	✓
	Purchase	Purchase	Purchase	Purchase

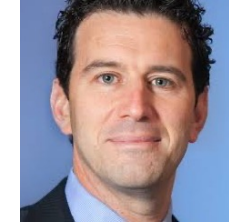
And membership comes
with a free ticket to one
of our many in-person
conferences!

** Ticket value \$2,200; also includes 15% discount on all other tickets.*

Our latest conference, Impact, featured:



Google X Moonshot
Factory VP and COO
Helen Riley



SharkNinja Chief
Executive Officer
Mark Barrocas



SunLife Head of
Innovation Paige
Halam-Andres



LEGO SVP and Head
of Creative Labs
Tom Donaldson



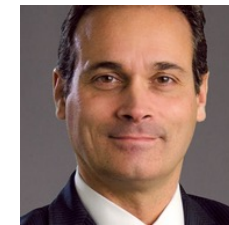
Creative Artists
Chief Innovation
Officer Michelle Kydd



HBS Professor and
D³ founder Karim
Lakhani



Avery Dennison
Head of Innovation
Upma Arora



MIT Technology and
Innovation Professor
Phil Budden



Pfizer VP
Candidate Experience
Wendy Mayer

Plus AI experts and innovation
leaders from USAA, Takeda, Nike,
Liberty Mutual, Yahoo and others!

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**Join now to benefit
from InnoLead today!**

**Questions? Just email
Scott Cohen at
scohen@innolead.com**

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- Benchmarking Reports
- Best Practices
- Compensation Data
- Data Visualizations
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- Innovation Illustrated
- Members-Only Calls
- Metrics
- Podcasts
- Research Reports
- Skill Building Workshops
- Templates and Tools
- Vendor Matchmaking
- Video Insights
- Webcasts



Hope to see you soon!
Contact Scott Cohen, scohen@innolead.com