

INNOVATION SPEAKER SERIES:

Lessons *from the* Leaders

By SEMYON KOGAN, Ph.D.

THE EVENT: The Center for Innovation, Excellence and Leadership ([IXL Center](#)), Boston Innovators and Arthur D. Little are pleased to announce our next speaker, **Dr. Semyon (Sam) Kogan**, President and COO of GEN3 Partners. Dr. Kogan's presentation title is "**Innovation Can Be Taught – How to Build Innovation Skills for All Times**". Please join us on **February 25th, 2009** from 6:00 to 7:00 PM at Room 563 at the Hult International Business School, **1 Education Street, Cambridge, MA**. There will be an opportunity to network with other like-minded individuals at Lingo downstairs after the presentation.

THE TOPIC: Dr. Kogan will explain TRIZ (the Russian acronym for *Theory of Inventive Problem Solving*) and the Applied Science of Innovation. He will demonstrate that by using this functional approach, a company can analyze and reformat tough technical problems, create a functional description of a problem and then solve these problems. He promises a way to make the innovation process predictable, efficient and impactful.

The Speaker: Dr. Kogan is the President & COO of GEN3 Partners. He is a leader in TRIZ and has developed a range of integrated processes and tools for product innovation, business insights and innovation leadership. He has helped a range of companies including GE, P&G, Alcoa, Nippon Chiquita, Honda, Motorola, and Hilti on innovation. Before joining GEN3, he was the COO and co-founder of Pragmatic Vision International, Director of Innovation Consulting Services at the Invention Machine Corp. and led the scientific research and development programs at ICI and Plastpolymer Corp. He has a Ph.D. in Material Science from the Institute of Macromolecular Science, Leningrad, Russia and an M.S. Cum Laude in Applied Physics from Polytechnic University in Leningrad. He is the author of more than 50 articles and patents.

Mark your calendars and plan to attend and meet a thought leader and practitioner of innovation. Please sign up [here](#). If you have any questions, please email Milagros Masini at milagros.masini@ixl-center.com.

SPONSORS: **Arthur D Little**



About the Center for Innovation, Excellence and Leadership



The Center for Innovation, Excellence and Leadership (IXL Center) has the mission (1) to develop and publish deep insights on the topic of innovation breakthroughs and innovation management, (2) to provide training for practitioners and managers to become high performing innovation managers and (3) to build a community of innovation thought leaders and practitioners. The IXL Center is located on the campus of the Hult International Business School in Cambridge, MA. The Center's advisors include leaders of Imaginatik, InnovationTools, Arthur D Little and Hult. IXL's adjunct faculty include innovation leaders from companies like Motorola, Osram Sylvania, Natura, Laga, GEN3 and Arthur D Little. For more information, please contact milagros.masini@ixl-center.com or call +1 857 212 3430.

About Hult International Business School



Hult International Business School, formerly the Arthur D. Little School of Management, is a NEASC and AMBA accredited business school. Established in 1964, Hult offers a unique one year MBA program to a diverse student body from over 50 countries. The school has four campus locations: Boston, Dubai, London and Shanghai. Hult is partner of EF Education First, the world's largest private education organization. For more information, please visit their website at www.hult.edu.