

Lessons *from the* Leaders

PRESENTS

ENTERPRISE CROWDSOURCING

Harnessing the brainpower of tens to thousands of people to solve problems, provide resources, and propagate change through organizations and the extended enterprise

By **Mark Turrell**, CEO & Founder of Imaginatik

THE EVENT: The Center for Innovation, Excellence and Leadership ([IXL Center](#)) in partnership with the [Hult International Business School](#) are pleased to announce our next speaker **Mark Turrell**. His presentation title is “**Enterprise Crowdsourcing**”. Please join us on **October 29th, 2009** from 6:00 to 7:00 PM at Room 563, at Hult International Business School, **1 Education Street, Cambridge, MA**. There will be an opportunity to network with other like-minded individuals after the presentation.

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.

THE TOPIC: The biggest hurdle to overcome in being successful with Enterprise Crowdsourcing is leadership and management attitudes. Fundamentally we are going through a transition of leadership styles, from command and control hierarchies, to more network-based organizations, less bound by classic corporate structures. This transition phase is likely to last another five to ten years as the workforce ages and pressure builds from the new entrants in the workforce to change working practices. Companies that truly embrace enterprise crowdsourcing as a capability will be at the forefront of new organizational designs – and are likely to attract the best staff, etc.

THE SPEAKER:



Mark is the CEO and co-founder of Imaginatik, a company that was awarded Technology Pioneer 2008 by the World Economic Forum. His company is the leading provider of idea management software with over ninety of the Fortune 500 as clients. He works with hundreds of companies around the world on innovation and innovation process management. He also leads the research effort in the area of corporate innovation and has published many research reports, and articles. He is a frequent speaker at conferences around the world.

Mark graduated in Business Studies from Cass Business School in London, with a specialization in marketing. He conducted post-graduate studies at the ESCP in Paris, following the newly created EMB program, specializing in International Business & Finance, and then at the TU-Berlin where he studied Production, Controlling & Logistics. He worked on his doctorate at Cass Business School on the topic of

critical mass and diffusion of collaborative technologies - and used his uncompleted thesis as the conceptual foundation of the company that was to become Imaginatik plc. Imaginatik is now listed on the London Stock Exchange (AIM: imtk.L).



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About the Center for Innovation, Excellence and Leadership



The Center for Innovation, Excellence and Leadership (IXL Center) was founded by individuals who previously led the Innovation Practice of Arthur D. Little, IMI and the Monitor Group. The mission of IXL Center is to (1) provide training for practitioners and managers to become high performing innovation managers, (2) develop and publish deep insights on the topic of innovation breakthroughs and innovation management, and (3) build a community of innovation thought leaders and practitioners. The IXL Center has locations in Boston, Dubai, London, Shanghai, São Paulo and Seoul. The Center has strategic partnerships with Hult International Business School, Imaginatik, InnovationTools and Arthur D Little. IXL Center's faculty include innovation leaders from companies like Motorola, Osram Sylvania, Natura, GEN3, Palladium Group 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 part of EF Education First, the world's largest private education organization. For more information, please visit their website at www.hult.edu.