



**Date:**

**Friday, March 26, 2010**

**Time:**

**3:35 p.m. – 3:55 p.m.**

**Presentation:**

***“A Larger View of Green Innovation - Why the Innovation Process Itself Must Improve”***

Randall C. Iloff

Director, Strategic Innovation

When one hears the term "Green Innovation", it is nearly always in reference to a traditional innovation effort conducted with the intent of delivering a more responsible product or service outcome. A worthy goal, no doubt, but why not hold the innovation process itself to a much higher social accountability standard? Surely the lives and talent of the professionals involved represent a valuable, limited resource worthy of responsible application and stewardship. The opportunity to radically improve the efficiency of the innovation process exists at every level of scale- from individual entrepreneur to multi-national corporation- and has enormous potential to improve the world our children will inherit. No reasonable person expects radical innovation to be a single-pass activity, but given the rich body of disciplined and repeatable innovation methods now available, why shouldn't a given level of refined innovation not be achieved in two or three iterations instead of taking five or more cycles to mature? How many potentially valuable innovations are overlooked or abandoned annually merely due to avoidable process deficiencies? All progress requires an informed and constructive dissatisfaction with the status quo- it's time to hold the innovation process, and those who run it on our behalf, to much higher standards of efficiency and results!

**Presenter Biography:**

**Randall C. Iloff**

Mr. Iloff has over 30 years experience with developmental projects ranging in size from a few thousand to well over a billion dollars, and has participated in all phases of project execution from proposal to close out. He is currently Director of Strategic Innovation at Bjorksten I bit 7, supporting clients with a range of services including product design, project management, process refinement, and training. He earned his BS in Engineering I Industrial Design from Michigan State University, and holds an MS in Systems Management, Research and Development from the University of Southern California. Mr. Iloff is a charter member of the International Council On Systems Engineering (INCOSE), founder I prior Chairman of the InCase Commercial Practices Working Group, and a member of the Project Management Institute (PMI). He is particularly experienced with guiding technically challenging commercial New Product Development efforts. He has helped clients such as Motorola, Honeywell, Qualcomm and many others to plan, establish, refine and confidently execute projects ranging from single product subsystems to entire product families. A frequent speaker, he has developed and conducted thousands of hours of training covering all aspects of enterprise wide system excellence and and is well known for conveying not only useful information but his unique passion for the topic.