



ABOUT INNOVATIONEDGE

Innovationedge is a global strategic innovation consultancy based in Wisconsin. The team's fearless champions of innovation break barriers to help executives define their strategy, develop capabilities, design a winning organizational structure and deliver breakthrough innovations through a robust growth pipeline of sustainable solutions and new-to-the-world innovations.

Innovationedge also gives inventors an edge by crafting winning business propositions and creating strategic corporate partnerships that deliver commercial success.

Cheryl Perkins founded **Innovationedge** in January 2007. Her team of innovation experts helps global Fortune 100 companies create a dynamic internal culture of innovation along with external partnerships and alliances through two critical towers: capabilities and solutions.

THE INNOVATIONEDGE MODEL

Through our unique, holistic innovation model, Innovationedge gives innovation leaders structured processes and tools to help them define their strategy, develop capabilities, design a winning organizational structure and deliver breakthrough innovations.

INNOVATION CAPABILITIES

Strategic Innovation

- Strategy Development
- Market, End-User and Customer Insights Development
- Open Innovation Tools and Ecosystem Development
- Product and Technology Development
- Environmental Sustainability
- Intellectual Asset Creation
- Organizational and Team Effectiveness

Help for Inventors

- Completing the Circuit of Innovation
- Business Case Development
- Market Entry Strategies
- Intellectual Assets
- Network Access

COMPANY LEADERSHIP

Cheryl Perkins, President

Patrick Clusman, Chief Operating Officer

Denise Couture, Director Product and Technology Development

Amy Spreeman, Marketing Strategy and Communication Leader

Anne Carlock, Marketing Account Executive

Julie Gerstle, Business Development Leader

Wanda Jackson, Insight and Innovation Specialist

MORE INFORMATION

www.innovationedge.com

"Truly innovative companies don't rely on a one-size-fits-all approach to innovation, but learn to leverage their unique capabilities and competencies with new understanding of how to grow in multiple areas including business models, processes, products, services and customer experience."

- Cheryl Perkins