

March 1-2, 2012 CII Innovation Center, Shanghai

# Innovation Best Practices For Consumer Industry



**Cheryl Perkins, President of Innovationedge; former Senior Vice President and Chief Innovation Officer for Kimberly-Clark.**



**Patrick Clusman, Chief Operating Officer of Innovationedge, formerly 26 years in various leadership roles at Kimberly-Clark and most recently was the Director, Enterprise Innovation.**



CHINA INSTITUTE for  
**INNOVATION**

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## About the Workshop Leaders



### **Cheryl Perkins**

Cheryl Perkins is president of Innovationedge. As a global thought leader in innovation, Perkins brings more than 25 years of expertise in leading companies to identify and transform insights, designs, technologies and capabilities into total solutions and new-to-the-world innovations.

### **INNOVATOR**

Cheryl has eleven U.S. Patents with several more pending.

### **SEASONED EXECUTIVE**

With over 20 years experience directing growth and innovation, Cheryl most recently served as the Senior Vice President and Chief Innovation Officer for Kimberly-Clark. She ran the company's innovation and enterprise growth organizations, including research and development, engineering, design, new business, global strategic alliances, environment, safety and regulatory affairs, and oversaw innovation processes, systems and tools.

### **AUTHOR**

Co-author of the book Conquering Innovation Fatigue.

### **RECOGNITION**

- Named a "Top 25 Champions of Innovation" by Business Week
- Recognized as a "top executive driving vision" within the consumer goods industry by Consumer Goods Technology
- Georgia Institute of Technology "Outstanding Young Engineering Alumni"

## Organizer



### **Patrick Clusman**

Pat is an accomplished professional with 30 years of experience directing and managing teams and leading successful large scale programs and projects. He has a broad background in information technology coupled with exceptional collaboration and facilitation skills. He is a champion for innovation processes and capabilities, organization-wide knowledge sharing and collaboration.

### **SEASONED EXECUTIVE**

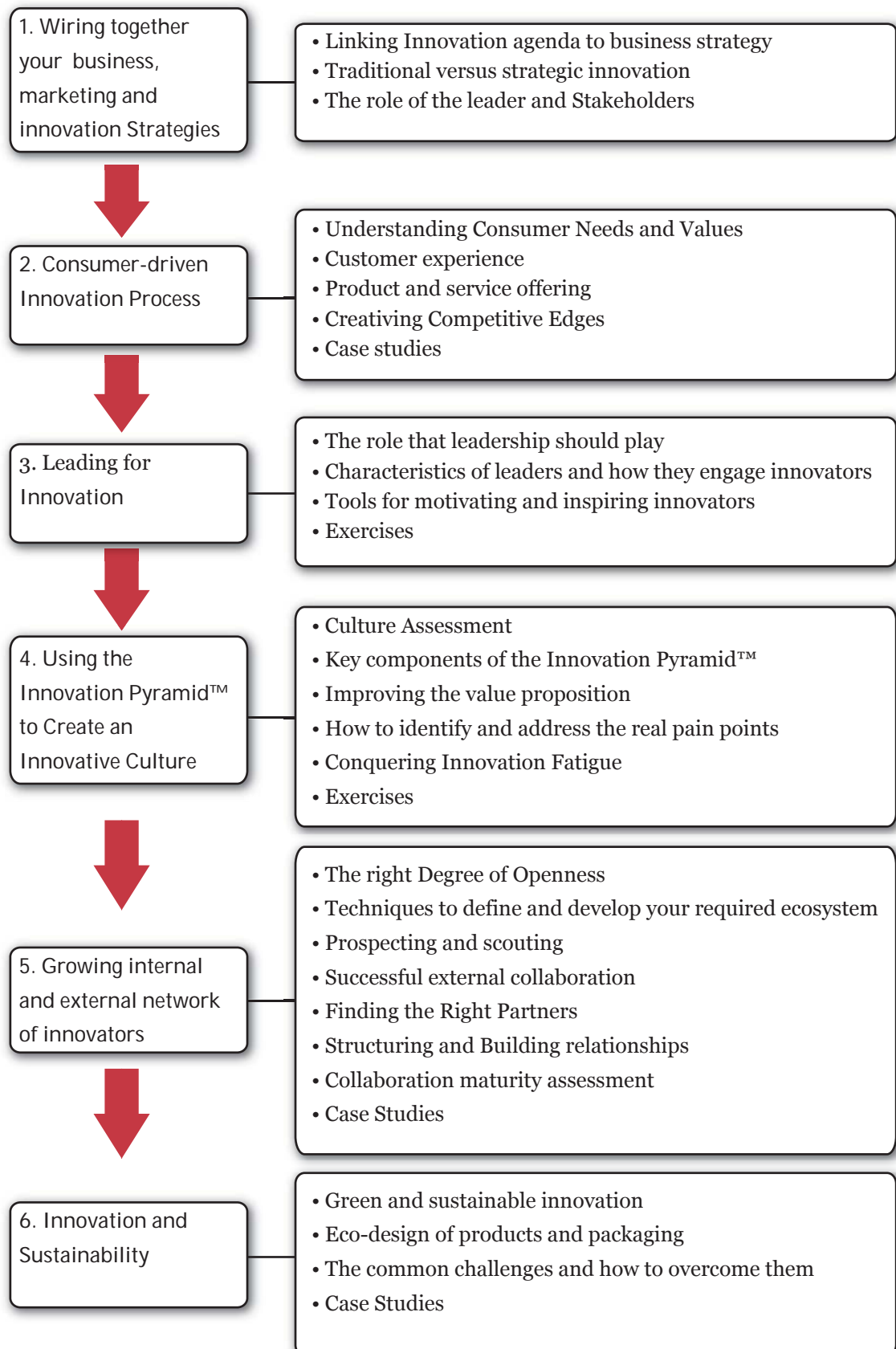
Prior to joining Innovationedge, Pat spent 26 years in various leadership and management roles at Kimberly-Clark and most recently was the Director, Enterprise Innovation. Pat directed, managed and led project teams that developed and deployed a standardized global personal computing infrastructure, an innovation management framework and portfolio management capabilities. Pat also defined, planned and directed several large-scale Innovation showcases and conference events.

Early in his career, Pat was a Management Information Services professional responsible for distributed processing systems at Mercury Marine, a division of Brunswick Corporation.

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## Agenda



Organizer



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## China Institute for Innovation ( CII )

China Institute for Innovation is a consulting and academic organization established specifically to help Chinese companies, multinational organizations and government agencies to meet the needs for world-class expertise in innovation.

CII is a leading innovation education, training, research, and networking institute in China.

CII offers a wide variety of programs to help people at all levels and in all roles to understand and master the principles and practices of innovation, to help their organizations succeed in the innovation- driven economy.



## Recent Clients:

Alcatel, Bayer, Li-Ning Sports, Cadbury, C-Bons, Changhong, Conexant, DSM, Emerson, EPCOS, GE, Gemalto, Grammer Automotive, Haier, Huntsman, Intel Shanghai, Invista, Johnson & Johnson, Kohler, Kone, Kraft, Lenovo, Nokia, Packetfront, Philips, Perfect, Putzmeister, Saint-Gobain, Schneider Electric, Shanghai Ericsson, Tencent, Verigy, etc.

## Organizer



## Upcoming Events:

### TRIZ

Led by Daniel Sheu, January 9-11, 2012  
Shanghai

### Disruptive Innovation for Consumer Industry

Led by Sandy Ping, January 12-13, 2012  
Shanghai

### Making Innovation Work

Led by Cheryl Perkins, February 27-28, 2012  
Shanghai

### Hidden Customer Needs for B2B Companies

Led by Keith Goffin, March 26-27, 2012  
Shanghai

### Hidden Customer Needs for B2C Companies

Led by Keith Goffin, March 29-30, 2012  
Shanghai

### R&D Project Management

Led by Ray Sheen, April 16-18, 2012  
Shanghai