



Innovationedge

Media Contact:

Patrick Clusman

Chief Operating Officer

P: 920-967-0472

E: pclusman@innovationedge.com

PRESS RELEASE

For immediate release

Trends in Open Innovation and CoDev 2014

November 12, 2013 – **NEENAH, WI** – Attend the *13th Annual Co-Development and Open Innovation Congress, CoDev2014: Connected for Growth, January 27 – 29, 2014* in Scottsdale, Arizona, to find out how companies are dealing with the latest trends in Open Innovation.

- Open Innovation is no longer a separate process as it is being integrated into standard business processes
- Open Innovation is going beyond traditional Research & Development and is becoming more cross-functional in nature. Marketing, Supply Chain, Sales, etc. are all playing a role and often leading the company's Open Innovation activities.
- The level of Open Innovation continues to mature in many organizations progressing beyond typical supplier engagements to multi-partner cooperatives.
- Deal structures are becoming more complex as Open Innovation capabilities become more sophisticated and more Universities realize the value of the intellectual property. Basic three to five page agreements are now becoming much larger documents as risk adverse companies and changing regulations factor into the open innovation marketplace.

CoDev2014 is the longest running conference forum focused solely on providing innovation practitioners with the latest trends in open innovation and multiple opportunities to connect and network with top experts. Featuring keynote presentations, case studies, interactive panel sessions and Q&A with top experts and advanced practitioners from **Pfizer, H.B. Fuller, Natura, MeadWestvaco, Tech Launch Arizona, 3M, Kimberly-Clark Corporation, WD-40, Sales Force4Hire, MIT** and many others, **CoDev2014** promises to once again provide cutting edge information about the latest trends and multiple opportunities to connect informally with speakers, attendees and open innovation tool providers as you look to build a more robust open innovation network.

For more program details and to register, call [800.338.2223](tel:800.338.2223) or [781.891.8080](tel:781.891.8080) or [reserve online](#). And if you register by **Friday, November 22nd, you'll save \$200 off your conference registration fee.** Teams of three or more qualify for additional team discounts – organize your team today for best rates.

About [Innovationedge](#)

Innovationedge is a global strategic innovation consultancy that works with Fortune 500 companies, startups and inventors to drive their innovation agenda and deliver growth. The team's fearless champions of innovation break barriers to help executives define their business strategy, develop new capabilities, design a winning organizational structure, and deliver breakthrough innovations through a robust growth pipeline of solutions and new-to-the-world innovations. The company also gives inventors an edge by crafting winning business propositions and creating strategic corporate partnerships that deliver commercial success. For more information, visit **Innovationedge** (www.innovationedge.com) or read the company's [View from the Edge Blog](#).

About [The Management Roundtable](#)

The Management Roundtable is the leading knowledge and networking resource for product developers. Practitioner-oriented and unbiased, our focus is on providing actionable information about new strategies and processes that enable speed, innovation, profitability, and overall competitive advantage. Founded in 1980, Management Roundtable publishes research reports, newsletters, and leading practice guides and hosts a variety of specialized (both public and onsite) conferences, workshops, and audio-sessions. Its online offering, Fast Track, provides continuous, unlimited access to competitive insights and best practices. www.managementroundtable.com

###