



Innovationedge

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## **PRESS RELEASE**

*For immediate release*

### **Keynote Speakers Announced for CoDev 2015 Conference**

**Executives from Campbell's, Clorox, Johnson & Johnson, BASF and CircleUp.com to share insights on Open Innovation, new business models, corporate venturing, ecosystems, culture and more**

October 14, 2014 – **NEENAH, Wis.**, - Now in its fourteenth year, CoDev is the one event participants can count on to deliver cutting-edge content, valuable contacts, and an outstanding experience. The Open Innovation pioneers are going forward full steam – find out what they are doing, with whom and how. The conference brings together a group of leading experts and advanced practitioners prepared to share their experiences and candid insights on the latest trends, what's working, what's not, as well as the future direction of co-development and open innovation strategies.

Cheryl Perkins, founder and President of **Innovationedge** is this year's conference chair for the Annual [CoDev Conference](#) held in Scottsdale, Arizona. The industry's first and foremost forum on Open Innovation is presented by the Management Roundtable. The CoDev 2015 Conference will be held February 9-11, 2015 at the Scottsdale Paradise Valley Resort.

Specifically, **CoDev 2015** will be taking a closer look at launching products and businesses with partners, customers and ecosystems. As always, attendees will learn how open innovation efforts are helping top companies build capabilities and networks to create business value. The program highlights includes keynote presentations by Carlos Barroso, The Campbell Soup Company; Ben Lee, CircleUp.com; Ben Wiegand, Johnson & Johnson; Dr. Michael Pcolinski, BASF; and Rhonda Ramlo, The Clorox Company.

Alex Cooper, president of Management Roundtable (Waltham MA) said "as the nature of Open Innovation has changed and advanced, we are honored to have this incredible group of keynotes and other industry leaders sharing their most recent experiences, insights, and forward plans. We look forward to the rich exchange among speakers and participants that CoDev is known for."

**CoDev 2015** is the on-ramp to Open Innovation success. Review the conference agenda and [register for the CoDev 2015 conference here](#).

#### News Facts

- CoDev is the industry's first and foremost forum on Open Innovation.
- The International Conference on Co-Development and Open Innovation has been held in the United States for the past 14 years.
- The annual conference is attended by 200 senior leaders, experts and advanced practitioners.
- More companies are leveraging external resources for Open Innovation.
- Procter & Gamble, General Mills, Boeing, Kraft Foods, The Clorox Company, IBM, Siemens, Nokia and several other companies have successful Open Innovation efforts. All have presented at and attended previous CoDev Conferences.
- An annual CoDev conference has been held in Asia-Pacific for the past three years.

#### Testimonials

- "The conference gave me a fantastic inspiration and input in the process of making a strategy and vision for Open Innovation," Lars Seier-Peterson, Coloplast
- "Well worth my time. Next time I am bringing engineering directors --- alliances all too often are perceived as the business person's problem," Kathy Miller, Hewlett-Packard

**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](http://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.

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