If you’re working to make **change inside a large organization**, Innovation Leader is for you. Everything we do is geared to **helping you deliver impact** in your organization.
INNOVATION LEADER MEMBER BENEFITS

PRINT MAGAZINE
A print magazine with in-depth articles and interviews with innovation executives who are breaking new ground.

RESEARCH REPORTS
Exclusive research reports on innovation topics, including metrics, benchmarking, labs, compensation, and more.

ONLINE ACCESS
A website continually updated with case studies, articles, podcasts, and video interviews, all delivered weekly to your inbox.

RESOURCE CENTER
Extensive Resource Center, packed with checklists, innovation frameworks, spreadsheets, dashboards, and more.

IMPACT

IN-PERSON EVENTS
Interactive events including off-the-record discussions with your peers and exclusive visits to corporate innovation labs. Members always get our lowest event rates.

PODCASTS & LIVE CALLS
Podcasts that feature special guests and virtual events that bring together members for discussions on topics like pilots, culture, tech scouting, and more.

CONTACT ADAM@INNOVATIONLEADER.COM FOR MORE INFO.
Innovation Leader is a community of 25,000+ innovation professionals from the world’s largest and most successful companies. Everything we produce – our website, research, webcasts, and live events – is geared to helping companies use innovation to drive growth.

Hundreds of senior innovation, R&D, and strategy executives from the following companies rely on our resources:

- 3M
- Allstate
- American Greetings
- Boeing
- Bose
- Chick-fil-A
- Coca-Cola
- Daimler
- Disney
- ExxonMobil
- GE
- Ikea
- J&J
- Liberty Mutual
- Marriott
- Medtronic
- Merck
- NBA
- P&G
- Phillips
- Sony
- Starbucks
- Verizon
- Wells Fargo

These executives use our resources to compare and validate their innovation strategy, monitor emerging trends and tech, and leverage the collective experience of the Innovation Leader community to drive their innovation initiatives.

**A BREAKDOWN OF OUR AUDIENCE:**

**SENIORITY**

- C-LEVEL (2%)
- SVP, EVP (23%)
- DIRECTOR (26%)
- MANAGER (34%)

**INDUSTRIES**

- FINANCIAL SERVICES (22%)
- MANUFACTURING (20%)
- HEALTHCARE (12%)
- RETAIL (12%)
- ENERGY/UTILITIES (8%)
- OTHER (26%)

**TOPICS**

- CULTURE CHANGE (50%)
- SCOUTING TECH (50%)
- PROJECT ROLL-OUT (32%)
- CHAMPION NETWORKS (32%)
- CO-CREATION (30%)
- GOVERNANCE (28%)

Our members were asked what topics they are interested in. Here's what they prioritize:

Member titles include:

- Chief Innovation Officer
- Chief Technology Officer
- Head of Innovation Labs
- Chief Executive Officer
- SVP, Global R&D
- Senior Innovation Architect
- Design Strategist
- Senior Manager, Customer Experience
- VP Strategy and Innovation
- Global Product Manager
- VP of Strategy and Business Dev.

Other topics of interest include metrics, working with startups, and innovation training.
**PRINT MAGAZINE**

Our print magazine includes in-depth articles and interviews with innovation executives who are breaking new ground. Our 2019 editions include:

**Spring 2019** — The Top Global Cities for Corporate Innovation; C-Suite’s Guide to Innovation, Building Your Innovation Army

**Fall 2019** — The Best: Impact Awards, 10 Best Innovation Centers, Most Influential Corporate Innovators

**RESEARCH REPORTS**

We produce quarterly research reports on innovation topics, including metrics, benchmarking, labs, and more. We’re covering these topics next:

**Q1 2019** — Ecosystem Development & Co-Creation

**Q2 2019** — Plugging into the Startup Ecosystem

**Q3 2019** — Benchmarking Innovation Impact

**Q4 2019** — Innovating to Drive Efficiency, Cost-Savings, and Near-Term Results

**IN-PERSON EVENTS**

Join us for one of our interactive events including off-the-record discussions with your peers and exclusive visits to corporate innovation labs. Mark your calendars with these upcoming events:

- **San Francisco Field Study**: Scouting Emerging Trends & Technologies — Feb. 27 - March 1
- **New York City Deep Dive**: Getting Started and Expanding Innovation — May 7
- **London Field Study**: Smart Risks & Bold Experiments – June 27-28
- **Boston Field Study** — Sept. 19-20
- **Impact 2019** — Oct. 22-24

**COMPANY COVERAGE**

Our website is continually updated with case studies, articles, and webcasts, all delivered weekly to your inbox. Here are some of the companies we’ve covered recently, or we’re highlighting next:

- PACCAR
- Sam’s Club
- Lululemon
- American Greetings
- Cisco
- Pfizer
- Lowe’s
- TGI Fridays
- Target
- Lucasfilm
- Lyft
- Chick fil-A
- Daimler
- Fidelity
- JetBlue
- P&G
- Shubert Org.
- Georgia Pacific
- Kellogg’s
- Uber
- EmbraerX
- Revera
- AXA Next
- U.S. Air Force

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