



Valeri V. Souchkov

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Valeri V. Souchkov was born on August 1, 1966. He received M.Sc degree in Computer Science and Engineering from Belarus University of Informatics and Electronics in 1988.

In 1989, he co-founded Invention Machine Labs (www.invention-machine.com), where he was a member of its Executive Board till 1996. Invention Machine was named one of the most innovative companies of the USA by the *Fortune* magazine in 1999. During this period, he took 460 hours of training in TRIZ (Theory of Solving Inventive Problems) and was certified as TRIZ Specialist by the founder of TRIZ G. Altshuller.

In 1993-1997 he was an affiliated researcher at the University of Twente (www.utwente.nl) in the Netherlands studying automation of innovative design with TRIZ. He was the first who originated public TRIZ training in Western Europe on regular basis in 1995.

In 2000, he originated and co-founded the European TRIZ Association (ETRIA, www.etrria.net) and remains the member of its board.

Since 2001 Valeri is invited lecturer of the University of Twente on TRIZ and Systematic Innovation where he teaches basic and advanced courses.

Since 2003, Valeri is a founder and managing director of ICG Training & Consulting (Enschede, Netherlands, www.xtriz.com), a company dedicated to delivering best methods and tools of systematic innovation to the global market. The company fosters and continuously expands its global network. It founded the TRIZ Training International Centre in 2009.

Since 2011 he is a member of Global Research and Development Council of the International TRIZ Association (MATRIZ, www.matriz.org) and a representative of MATRIZ Council on Expertise to provide certification training accredited by MATRIZ.

Since 2013 he is also visiting faculty member on TRIZ of TIAS Business School (www.tias.edu).

Since 2015, he is a Chairman of the International TRIZ University of MATRIZ.

Since 1998, Valeri has been developing *xTRIZ*: further extension of TRIZ, which introduces a structured approach to the front-end of innovation, integrates different methodologies and tools for systematic support of problem solving, creativity, innovation roadmapping, and strategy definition. He also developed and launched courses for Systematic Innovation in non-technological fields, primarily in business and management. He contributed to the improvement of several classical TRIZ techniques as well as authored and developed several new TRIZ techniques.

In total, Valeri was involved to over 100 projects at diverse organizations to help with solving their most difficult innovative problems and to arrive at breakthrough solutions and ideas for new products and technologies as well as solutions to overcome business challenges.

He trained over 5000 professionals in TRIZ and Systematic Innovation from over 60 countries by performing over 200 training workshops. His TRIZ course was named "*The best course on innovation*" by LG Electronics Learning Centre in South Korea. His training courses have been licensed and provided in a number of countries.

He coached top management of several organizations on implementing the most effective tools and methods of innovation.

Valeri is author of 2 books, co-author of 2 books, and author of more than 100 papers on TRIZ and Systematic Innovation, problem solving and innovation knowledge management, including publications in peer-reviewed magazines and proceedings of international conferences. Valeri is regularly invited to different international events to speak about Systematic Innovation and TRIZ.

In 2013 Valeri was awarded the *TRIZ Master* degree by the International TRIZ Association (MATRIZ) for his contribution to the development of TRIZ.

Among customers:



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