



Valeri V. Souchkov

Valeri V. Souchkov was born on August 1, 1966, in Minsk, Belarus and is a citizen of the Netherlands. He received M.Sc degree in Computer Engineering from Belarus University of Informatics and Electronics in 1988.

In 1989, he co-founded Invention Machine Labs, (currently known as Invention Machine Corporation in Boston, USA, www.invention-machine.com), and which is regarded today as a world leading company developing IT support for early stages of innovation. Until he left the company in 1996, he was a member of its Executive Board. In 1999, Invention Machine was named one of the most innovative companies of the USA by the *Fortune* magazine.

During this period, he took over 450 hours in TRIZ (Theory of Solving Inventive Problems) and related methodologies of systematic innovation, and was certified as TRIZ Trainer and Expert by the founder of TRIZ G. Altshuller.

In 1993-1997 he was an affiliated researcher at the University of Twente in the Netherlands, where he authored his own courses for professional education in TRIZ. He was the first who started public TRIZ training in Western Europe on regular basis in 1995.

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

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 of systematic innovation and creativity to the global market. The company established and continuously expands a global network of its accredited trainers.

Valeri is also invited lecturer of the University of Twente (Netherlands, www.utwente.nl) on TRIZ and Systematic Innovation where he teaches 130-hour course for B.Sc and M.Sc students, and shorter courses for undergraduate students of various disciplines.

In total, since 1990 Valeri trained more than 4.000 professionals in TRIZ and Systematic Innovation from over 300 organizations and 50 countries. He facilitated and coached over 100 projects which resulted in innovative solutions, as well as assisted top management of several organizations on implementing the most effective tools and methods of innovation. His TRIZ course was named "*The best course on innovation*" by LG Electronics Learning Centre in South Korea in 2000.

He originated and co-founded the European TRIZ Association (ETRIA, www.etria.net) and currently is a member of its Executive Board.

He is a member of Global R&D Council of the International TRIZ Association (MATRIZ, www.matriz.org).

In 2009, he founded TRIZ Training International Centre.

Valeri is a co-author of 2 books, editor of 1 book, and author of more than 70 papers on TRIZ and Systematic Innovation, problem solving and knowledge management, including publications in peer-reviewed magazines and proceedings of conferences. Valeri is regularly invited to different countries to speak about systematic innovation and TRIZ. His training courses have been licensed and provided in a number of countries.

In addition to his professional activities, Valeri enjoys modern arts, music, literature, photography, history of civilizations, and is a master of fencing.

Among customers:



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