



Valeri Souchkov was born on August 1, 1966, in Minsk, Belarus. He is a citizen of the Netherlands. He received M.Sc in Computer Science and Engineering from Minsk University of Informatics and Electronics in 1988. In 1989, he co-founded Invention Machine Laboratories, (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 US by the *Fortune* magazine.

During this period, he took very extensive training – over 400 hours in TRIZ (Theory of Solving Inventive Problems) and related methodologies of innovation, and was certified as TRIZ Trainer and Expert by the founder of TRIZ G. Altshuller in 1991. Valeri also contributed to the development of several TRIZ techniques and several TRIZ-based software packages.

Among customers:



In 1993-1997 he was an affiliated researcher at the University of Twente (The Netherlands) where he was involved to research on knowledge-based support for innovation, and also developed his own courses for professional education in TRIZ in association with the Dutch State Organization of Post-Academic Technical Education (PATO).

In 1997-2003, Valeri was a partner with a number of consulting companies, where he facilitated and trained numerous organizations in systematic innovation. In 1999 he edited and published the book "*TRIZ: The Right Solution at The Right Time*" which has been considered one of the bestselling books on TRIZ worldwide, and was translated to Japanese by Mitsubishi Research Institute. In 2000, he originated and co-founded the European TRIZ Association (ETRIA, www.etriz.net) and currently is at the Executive Board of the Association.

Since 2000, Valeri has been developing *xTRIZ*: further extension of TRIZ, which introduces a structured approach to systematic innovation, integrates different methodologies, and introduces new tools for systematic support of problem solving, new idea generation, and solution strategies evaluation. He also developed and launched courses for Systematic Innovation in non-technological fields, primarily in business and management areas. He authored several new techniques which improve analytical stages of the innovation process for exploring innovation opportunities: Root Conflict Analysis (RCA+), Value-Conflict Mapping, and Demand-Trend Matrix. His TRIZ-related courses are licensed and provided worldwide.

Among his customers are Capgemini, DSM, DuPont, ING, LG Electronics, Legrand, Norit, Orange, Reckitt Benckiser, Philips, Price Waterhouse Coopers, POSCO, Siemens, Unilever, Thales, TNT Post, Watson Marlow, and a number of major government agencies. His TRIZ course was named "*The best course on innovation*" by LG Electronics Learning Centre in South Korea. In total, Valeri trained and certified several thousands of professionals in TRIZ and Systematic Innovation worldwide, facilitated over hundred of projects that resulted in breakthrough innovations, as well as assisted top management of several organizations on implementing the most effective tools and methods of innovation.

Since 2003, Valeri is an independent trainer, consultant, and developer in Systematic Technology and Business Innovation, works and lives in Enschede, the Netherlands. Currently he heads ICG Training & Consulting, a company dedicated to bringing the most advanced methods of innovation to the global market. Valeri is also invited lecturer of the University of Twente (The Netherlands) on TRIZ and Systematic Innovation. Valeri is regularly invited with keynotes to different countries to speak about his vision of future of innovation in front of professional and government leaders.

Valeri is a co-author of 1 book, editor of 1 book, and author of more than 60 papers on TRIZ, Systematic Innovation, problem solving and knowledge management, including publications in peer-reviewed magazines and proceedings of scientific conferences.

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