



FACT SHEET

Founded in 1991, IDEO* is an innovation and design firm that uses a human-centered, design-based approach to help organizations in the business, government, education, healthcare, and social sectors innovate and grow in three ways:

Identify new ways to serve and support people by uncovering their latent needs, behaviors, and desires.

Visualize new directions for companies and brands and design the offerings—products, services, spaces, media, and software—that bring innovation strategy to life.

Enable organizations to change their cultures and build the capabilities required to sustain innovation.

***Pronounced “eye-dee-oh”**

HIGHLIGHTS & ACCOLADES

Ranked #10 on *Fast Company*'s list of the Top 25 Most Innovative Companies (2009)

Ranked as one of the most innovative companies in the world by Boston Consulting Group (2005–2007, *BusinessWeek*)

Ranked #16 on *Fortune*'s list of 100 most-favored employers by MBA students (2011, compiled by research firm Universum)

Awarded the Smithsonian Cooper-Hewitt National Design Museum's National Design Award for Product Design (2001)

Winner of more IDEA awards than any other design firm

38 Red Dot awards; 28 iF Hanover awards

Featured in a 1999 episode of ABC's *Nightline*, which followed an IDEO team as they redesigned the shopping cart in four days.

PEOPLE

550+ employees in the following disciplines:

Branding
Business design
Communication design
Electrical engineering
Environments design
Food science
Health care
Human factors
Industrial design
Interaction design
Mechanical engineering
Organizational design
Software engineering

CONTACTS

New Business:

USA

John Ravitch
jravitch@ideo.com
415 615 5054

Europe

Sabine Voegler
sabine@ideo.com
0049 89 3834 6754

Asia

Tina Chen
tchen@ideo.com
86 21 6132 5500

Press inquiries:

Lindsey Zouein
lzouein@ideo.com
650 289 3582

LOCATIONS

San Francisco
Palo Alto
Chicago
Boston
New York City
London
Munich
Shanghai
Singapore

EXPERTISE

Brand
Business design
Digital experiences
Education
Energy
Engineering
Financial services
Food & beverage
Health & wellness
Mobility
Organizational design
Play
Public sector
Social innovation

CLIENTS

Including:

Acumen Fund
AT&T Mobility
Bank of America
BBVA
Centers for Disease Control
and Prevention
ConAgra
EILEEN FISHER
Eli Lilly
Ford Motor Company
GE Money Bank
The Bill & Melinda
Gates Foundation
GlaxoSmithKline
Havaianas
HyundaiCard
Kaiser Permanente
Marriott
Mayo Clinic
Microsoft
Nestlé
Oxfam GB
Nokia
(RED)
Rockefeller Foundation
Samsung
Sesame Workshop
Target
US Department of Energy