



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 as one of the most innovative companies in the world by Boston Consulting Group (2005 - 2007, Business Week)

Ranked #5 on Fast Company's list of the Top 25 Most Innovative Companies (2008)

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

19 Red Dot awards; 15+ 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.

LEADERSHIP

David Kelley, cofounder and chairman. Chaired professor at Stanford University and founder of Stanford's Institute of Design (the "d.school"); recipient of the National Design Award; member of the National Academy of Engineers.

Tim Brown, CEO and president. Formerly director of IDEO Europe; contributor to the Harvard Business Review, The McKinsey Quarterly, and the World Economic Forum.

Bill Moggridge, cofounder. Pioneer in the application of human factors in the design discipline; author of Designing Interactions (MIT Press, 2006).

PEOPLE

550+ employees in the following disciplines

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

FOCUS AREAS

Branded Experiences
Design for Adherence
Design of Communities
Design for Learning
Environmental Impact
Food & Beverage
Going to Market
Healthy Spaces
Health & Wellness
Innovation Strategy
Invention & Engineering
Kid & Play
Media & Entertainment
Mobility
Networked Culture
Retail & Hospitality
Services
Social Impact
Transformation Design

LOCATIONS

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

CLIENTS

Including:

Acumen Fund
Adobe
American Red Cross
Bank of America
BASF
Center for Disease Control
Eclipse Aviation
Eli Lilly
GlaxoSmithKline
Hewlett-Packard
Intel
W.K. Kellogg Foundation
Marriott
Microsoft
Nestle
Nissan
Nokia
Pantone
Procter & Gamble
Samsung
Shimano
Steelcase
Western Digital

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