



# 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, 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, Business Week)

Ranked #15 on Fortune's list of 100 most-favored employers by MBA students (2009, 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

20 Red Dot awards; 19 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; author of Change By Design (2009, Harper Business).

Bill Moggridge, cofounder. Pioneer in the application of human factors in the design discipline; author of Designing Interactions (MIT Press, 2006) and winner of the Smithsonian Cooper-Hewitt National Design Museum Lifetime Achievement Award.

## PEOPLE

**550+ employees in the following disciplines:**

Branding  
Business Design  
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  
Education  
Energy  
Environmental Impact  
Financial Services  
Food & Beverage  
Food Science  
Government & Public Sector  
Health  
Innovation Strategy  
Invention & Engineering  
Kid & Play  
Knowledge Sharing  
Manufacturing  
Media & Entertainment  
Mobility  
Organizational Design  
Social Impact

## LOCATIONS

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

## CLIENTS

**Including:**

Acumen Fund  
AT&T Mobility  
Bank of America  
Center for Disease Control  
ConAgra  
Eli Lilly  
Ford Motor Company  
GE Money Bank  
The Bill and Melinda Gates Foundation  
GlaxoSmithKline  
Havaianas  
HyundaiCard  
Kaiser Permanente  
Marriott  
Microsoft  
Nestle  
Oxfam GB  
Nokia  
(RED)  
Rockefeller Foundation  
Samsung  
Target  
US Department of Energy

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