

## Speaker Profile: Prof. Frank T. Piller

### Executive Programs & Presentations for Practitioner Audiences

Frank T. Piller is a sought-after researcher, speaker, and corporate adviser in innovation management and value creation. He is a **Co-Director of the MIT Smart Customization Group** at the **MIT Media Lab**, Massachusetts Institute of Technology, and a **chaired professor of management at the Technology & Innovation Management Group of RWTH Aachen University**, Germany, one of Europe's leading institutes of technology.

Frequently quoted in *The New York Times*, *The Economist*, and *Business Week*, amongst others, Prof. Piller is regarded as one of the world's leading **experts on developing innovative business models for mass customization and personalization**. His group at RWTH Aachen is considered to be one of the globally leading research centers for **open innovation and customer co-creation**, acknowledged recently, for example, by a finalist nomination for the *"Innovating Innovation" Award 2013* by Harvard Business Review and McKinsey for their work on implementing open innovation or the *2012 Global Co-Creation Award* by PDMA (the largest professional association for product and service development) for their work on ideation contests with senior citizens.

Based on his strong background of rigor and relevant research, Frank Piller is an **acclaimed speaker** at management conferences and in executive education programs around the world. His presentations and keynotes are frequently evaluated as "best of show". He has delivered customized executive classes for many Global1000 companies and innovative startups alike.



Frank Piller is a very enthusiastic and knowledgeable speaker with eye opening views on effective open innovation practices.

*Dick van Beelen, Director Innovation Alliances, AkzoNobel NV*

In a seminar with 100 BASF researchers, Frank Piller facilitated the topic of customer centric innovation in a very exciting way, generating truly new insights. Several follow-up projects had lasting impact on our innovation landscape.

*Michael-Georg Schmidt, Director Innovation Excellence, BASF SE*

Academic depth combined with very practical advice. Highly interactive teaching style, creating tangible innovation for our business model.

*Jamie Wilkie, Senior Director Innovation, FUJITSU Technology Solutions*

Strongly recommended! Plenty of case studies and practitioners' insight also demonstrate what did NOT work in the past.

*Tobias Spriegel, Manager, New Business Innovation, TRUMPF*

Prof. Piller is an exceptional expert who provides deep insight and exciting stories on Open Innovation."

*Dr. Thomas Lackner, Director Open Innovation, Siemens AG*

More information and video samples of Prof. Piller's talks at <http://frankpiller.com/innovation-keynote-speaker>

# Recent Presentations and Executive Trainings

## Presentation and keynote topics 2015/2016 (in English or German language)\*

- **Business Model Innovation: Creating a systematic process for growth** – Successful business model generation in established companies is not luck or trial-and-error, but can be planned and executed.
- **Creating Business Models with and for Industry 4.0** – An overview of innovative business models based on "Industry 4.0" (Internet of Things and Cyber-physical Systems) and how your company can benefit from these opportunities
- **A Culture for Open Innovation & Customer Co-Creation** – How to create readiness for open innovation to benefit from input and knowledge from your firm's periphery.
- **Mastering Disruptive Innovation: Why is it so difficult** – How culture and "best practices" hinder organizations to implement radical innovation and what can we do about it.
- **Cracking the Code of Mass Customization** – How to turn heterogeneity of customer demand into an extraordinary profit opportunity by creating a set of dedicated strategic capabilities.
- **The Maker Economy: How 3D Printing and Open Source Hardware challenge and facilitate your corporate innovation management** – What is behind the recent buzz of 3D printing and open source hardware? How can your company benefit from these trends? What are the key challenges?

\* The recommended format for these topics is a **40-75 min presentation**. All themes can also be extended into a longer talk or delivered in a more **interactive workshop format**. Also, most talks can be **customized to meet the demands of a specific industry** or cultural environment.



### Sample video presentations:

- >> **Customer Co-Creation**: <http://frankpiller.com> (in German)
- >> **Business Model Innovation für Industrie 4.0**: <http://frankpiller.com> (in German)
- >> **Open Innovation Readiness**: <http://tinyurl.com/piller-oi> (in English language)

## Selection of recent keynote presentations of Frank Piller

- **Business Model Innovation for Industry 4.0**, Opening Keynote, 2nd Fachtagung Industrie 4.0, Amberg.
- **Innovation in der zweiten Hälfte des Schachbretts**, Festvortrag des Hamburg Innovation Summits
- **The Maker Economy**, Closing Keynote at the FEI Europe Conferences.
- **The Future of Open Innovation**, Opening Keynote, Innovationskongress Villach.
- **Additive Manufacturing and 3D-Printing: Strategic Opportunities, Business Models, and Challenges of Implementation**, Keynote at ICTM 2013 (Intern. Conf. on Turbomachinery), Aachen.
- **Creating Value with Customer Co-Creation**, Opening Keynote at the Fidelity Investment Open Seminar on Co-Creation, Fidelity Center for Applied Technology, Boston, MA.
- **Open Service Innovation**, Opening Keynote at the KVD Congress.
- **Mastering Disruptive Innovation: Why it is so difficult**, Keynote, 9. Aachener Management Tage.
- **Open Innovation: Enhancing the Productivity of R&D**. Keynote at the Akzo Nobel Science Awards, Amsterdam, *(hosted by the Akzo Nobel Executive Board)*.
- **Customer Co-Creation**, Keynote at the NineSigma Innovation Summit, Philadelphia.
- **The MC 500: Best practices and success factors of the leading 500 companies in mass customization**, Keynote at the MCPC Conference hosted by UC Berkeley

- **Open Innovation: Hype or Revolution?** Deutscher Maschinenbaugipfel, Berlin.
- **Three Capabilities of Mass Customization.** Opening Keynote at the First MCP-Conference Asia Pacific. Taipei, Taiwan.

### Examples of Corporate Executive Programs (customized, in-house)

- **Profiting from Mass Customization.** 1 to 2-Day Executive Program (sometimes including organization of field trips and life case studies). Delivered recently, for example, to: *Procter&Gamble, Johnson&Johnson, Beiersdorf (Nivea), Société Générale, NOKIA, Adidas, Philips ...*
- **Business Model Innovation.** 2-Day Executive Program (also available as an official RWTH Certificate Executive Program). Delivered recently, for example, to: *Deutsche Bank, BMW, Ericsson, Trumpf, PFI Austria, Maschinenfabrik Rheinhausen, WEKA Media ...*
- **Open Innovation & Co-Creation Readiness: Creating an Agenda for Action.** 1 to 3-Day Executive Workshop for the Innovation Leadership Team. Delivered recently, for example, to The Leadership Network, *Philipps, Bayer, Giesecke & Devrient, Procter&Gamble, 3M, Boston Scientific, Akzo Nobel, Union Investment, ...*
- **European Open Innovation Consortium,** Leader of Corporate Executive Coaching Series for a group of 10 global OI pioneers, including *Evonik, Grundfos, Iveco, Mondeléz, Pfizer, Philips, Reckitt-Benckiser, Sanofi and Unilever*
- **ExxonMobil College Days,** Compact training and incentive program delivered to more than 1500 junior and senior managers in *ExxonMobil's* South American Service Centers, 2014.
- **Principles of Innovation and Technology Management.** Flexible, modular Executive Program of 3-5 days. Delivered recently, for example, to
  - **The apétito Innovation Day.** 1-Day leadership event to establish an innovation management function at one of Europe's leading catering & food processing company.
  - **MONDI AG: Managing the Challenge of Disruptive Business Innovation.** Module for their "Innovation Quest" Innovation Leadership Seminar for Top-Management Team (C-Level).
  - **Rheinmetall,** 2-Day Basic Training in Innovation Management as part of Executive Training Program.
  - **Bayer Healthcare Leadership Strategy Seminar:** Managing the Innovation Challenge.
  - **WolterKluvers,** Course Head and Lead Instructor for 8-Day Innovation Management Training for innovation champions across all divisions, Germany.
  - **Vodafone** Innovation Basics, 6-day Training Program for Technical Leaders.
  - **BASF Innovation Day** on Managing the Frontend of Innovation.
  - **Getinge Medical Technologies:** Two-Day Program on Open and Customer-Centric Innovation for Top15-Leadership Team (in cooperation with **Harvard Business School**)

### Examples of Corporate Executive Workshops

- **Creating a Culture for from Customer Co-Creation,** Internal Seminar for 3M Europe, Neuss.
- **Open Innovation & Customer Co-Creation,** Keynote at the ExxonMobil Innovation & Technology Fair, followed by a workshop for key decision makers; Fairfax, VA.
- **Developing a Strategy for Customer & Employee Co-Creation.** Two-day Executive Training for NEC Co-Creation Leadership Team; **N.E.C. Japan,** Nara.
- **Profiting from Customer Co-Creation.** Panel Keynote for the SIEMENS Innovation Day (*on invitation by the CEO of Siemens*), Munich.

- **Open Innovation: Increasing the Productivity of Problem Solving in the Innovation Process.** Keynote at **HAYS International** Client Conference. Munich.
- **A Culture of Open Innovation.** Closing Keynote at the **Steelcase** Annual Conference, Cologne (IMM Trade Show Side Event), Cologne.
- **Customer Co-Creation: Opportunities for Fast Moving Consumer Goods.** Presentation at the Annual Executive Board Meeting of the **Oetker Group**, Wiesbaden.
- **The Three C of Modern Retail Marketing: Crowdsourcing, Co-Creation, and Customization.** Douglas Group Innovation Day. Presentation & workshop delivered at the strategy board meeting of **Douglas Holding** (Retailer including Douglas, Thalia, Hüssel).
- **Winning with Customer Centric Strategies.** Workshop delivered for about 50 executives of **Adidas AG** on mass customization and innovation. Herzogenaurach
- **Open Innovation: Increasing efficiency and effectiveness of the innovation process.** Opening keynote of the **Siemens AG** Innovators Meeting, München.

### Client list (Executive Education and Inhouse Workshops)

3M	FAG	Maschinenfabrik Rheinhausen
A.T. Kearney	Festo	Melitta / Swirl
Adidas	Fidelity Investment	Mettler Toledo
ADG	Ford Motor Company	MetaDesign
Akzo Nobel	Frankfurt TradeFair / Euromold	Mondi Group
Autodesk	Freightliner / Daimler	NEC
Baur Mail Order	Fujitsu-Siemens-Computers	Nokia
BASF	Getinge Group	Oetker Group
Bayer	General Electric (GE)	Otto Group
BBDO Germany	Giesecke & Devrient	PFI Austria
Beiersdorf (Nivea)	Gruenthal Pharma	Procter&Gamble
Bene	Henkel	RegioIT
BMW Group	IBM	Rheinmetal
BoschSiemens Hausgeräte (BSH)	IMA AG	SAP
BostonScientific	Infineon	Siemens
BrandSquare	ISPO Trade Show	Société Générale
BrooksBrothers	Johnson & Johnson	Spreadshirt
Carl Zeiss	Johnson Controls	Steelcase
Cewe Color	Kaercher	Telekom Austria
Cognis	Klenbaum	The Leadership Network
Cologne Trade Fair	Kimberley Clark	UniPlan
Daimler Benz	KIINKO Real Estate	Union Investment
Degussa	Lanxess	Virtual Identity
Deutsche Telekom	Lectra	Vodafone
Deutsche Bank	Lego	Volvo
Douglas Holding	Lindt & Sprüngli	Webasto
Dutch group B.V.	Macromedia	WEKA Media
ERGO Versicherungsgruppe	Maquet	Weimann Medical Devices
Euroforum GmbH	Materialise	Zazzle
ExxonMobil	Masterfoods	

## More Feedback on Frank Piller's Presentations

"Thank you so very much for a fantastic keynote presentation at Fidelity. My colleagues at the Center have hurriedly been goggling for some of your previous slides and lectures on open innovation and you have obviously lit a fire amongst my colleagues who attended your presentation."

*Prof. Robert DeFillippi, Director of Center for Innovation and Change Leadership, Boston, MA*

"Thank you very much for your superb presentation and valuable contribution to our Corporate Management Meeting. The overall feedback from our audience was excellent. We were all highly impressed by the strong initiative, dedication and passion that was noticeable throughout your part."

*Heinz Jacqui, CEO, Maquet Medical Systems, Germany*

"I want to express my complete contentment and enthusiasm about your [Open Innovation] Masterclass in London this week. Very very useful! You are a great teacher!"

*Dr. Mercedes Crego Calama, Head Open Innovation Europe, Philips Lighting Sector, Netherlands*

"On behalf of the organizing team and executive sponsors, I am sharing our appreciation for your input to our ExxonMobile Training Day. 100% excellent/good feedback wouldn't be achieved without your knowledge, commitment, and engagement to this innovative training concept."

*Vinit Verma, Manager, Research and Engineering IT, ExxonMobil*

"On behalf of BrandSquare (and myself), I want to thank you for an EXCELLENT Live Session! Your presentation was very engaging, which was obvious by the amount of questions you had. You gave wonderful examples that added to the principles, and I speak for myself and the others in my company that it was truly an informative presentation."

*Jenna Fletcher, Brandsquare / Symmetri Marketing Group, LLC*

"On behalf of the whole team thanks for being with us yesterday in our ANNI meeting and sharing with us your thoughts and experiences around OI. It was indeed a very good outside view, from which we as a company can and will take benefits. Especially the topics around OI readiness and absorptive capacity as well as the lead user concept have given plenty of food for thought!"

*Dick van Beelen, Director Open Innovation, AkzoNobel NV*

"I truly enjoyed your presentation today at Fidelity. Your insights were useful and very inspiring to me."

*Dr. Natalija Jovanovic, Fidelity Investment, Boston*

"@masscustom: Great talk! Thank you for helping open up the space to talk co creation"

*FutureBostonAlliance (@FutureBoston) on Twitter*

"I sincerely appreciate your willingness to serve as our keynote speaker. Everyone I spoke with at the conference was very pleased, even impressed!, with your presentation. The day could not have gone much better, thanks to you."

*Terry Wohlers, CEO, Wohlers Associates, Inc.*

"Ihr Vortrag bei BMW Design war nicht nur ein richtiger „Eye-Opener“, sondern dank Ihrer brillanten Vortragsweise auch ein großes Vergnügen!"

*Guido Stoschek, BMW Group, Manager Communication Production Network*

"Herzlichen Dank für Ihren inspirierenden und inhaltlich brillanten Vortrag in unserem Innovation Circle. Von den Teilnehmern habe ich nur begeistert Feedback erhalten."

*Dr. Axel Schulz, SVP, Vodafone Deutschland*

"Ich möchte mich ganz herzlich für Ihren Input zu unserer Veranstaltung „Shaping the Future: 3D Printing Symposium“ bedanken. Ihr Beitrag hat wesentlich zum großen Erfolg der Veranstaltung, insbesondere bei der Elaboration der Geschäftsmodellalternativen, beigetragen und wurde, wie aus dem erhaltenen Feedback deutlich hervorgeht, von den Teilnehmern in höchstem Maße wertgeschätzt."

*Markus Heinen, Partner, Ernst & Young*

"Sie haben mich am KVD Kongress mit Ihrem Vortrag sehr begeistert! Ich höre viele Vorträge – Ihrer zählt definitiv zu den Besten!"

*Margot Tschank, Geschäftsführerin, Kundendienst-Verband Österreich*

"Auf alle Fälle kann ich auch mit einigem Abstand sagen, dass die fünf Tage [Seminar Business Model Innovation] in Aachen mit die Besten waren, die ich in meinen mittlerweile schon 20 Berufsjahren erlebt habe. Noch mal ein herzliches Dankeschön!"

*Arno Marx, Geschäftsführer, Deutsche Genossenschaftsakademie*

"Aus meiner Sicht war Ihr Vortrag (a) der beste beim diesjährigen Kongress, (b) der am unterhaltsamsten vorgetragene und (c) der interessanteste mit Hinblick auf die Veränderungen der IT-Welt im Service."

*Peter Schumpp-Kappler, Head of Service, FUJITSU*

"Ihr Beitrag konnte uns sehr wichtige Impulse geben, die automobiler Welt der Zukunft besser zu verstehen. Insbesondere die neuen Geschäftsmodelle wie „Quirky“, „Thingiverse“ sowie der Ausblick auf die „TechShops“ haben inspiriert und zum Denken angeregt. Dazu beigetragen haben auch Ihr sehr persönliches Engagement und Ihre Verbundenheit mit dem Thema. Das war eine runde Sache!"

*Dr. Edgar Krökel, Daimler AG, Head Mergers & Acquisitions*

"Auch in der Nachbetrachtung bleibt uns die Innovationskonferenz in sehr guter Erinnerung. Tolles Konzept, tolle Inhalte, tolle Moderation, unsere Ziele sind sehr gut in Erfüllung gegangen."

*Norbert Menne, Leiter Fortbildung, Apetito AG*

"Herzlich möchte ich Ihnen für Ihren beeindruckenden Beitrag zur diesjährigen Marketing-Tagung der Oetker-Gruppe in Wiesbaden danken. Dieser hat unsere Diskussion sehr bereichert und uns ausgezeichnete Anregungen für unsere Geschäftsfelder gegeben."

*Dr. H.-H. Wiegmann, Sprecher der Geschäftsführung HENKELL&Co. und Mitglied der Geschäftsführung der Oetker-Gruppe*

"Heute habe ich die Auswertung der Kundenfeedbacks zu unserem NEULAND Event gemacht und wollte es nicht versäumen, Ihnen mitzuteilen, dass Sie gemeinsam mit Karim Rashid nach Meinung unsere Gäste den interessantesten Vortrag gehalten haben!"

*Melanie Rönnefeld, Member of the Management Board, MetaDesign*

"Vielen Dank nochmals für Ihren sehr guten Vortrag und die Moderation im Rahmen unseres Strategie-Workshops. Beides ist bei den Teilnehmern auf sehr gutes Echo gestoßen. Wir haben zentrale Überlegungen aus der Canvas-Arbeit in unsere Strategie eingebracht. Über die Geschäftsmodell-Logik ist uns dann auch am zweiten Tag der Einstieg ... sehr gut gelungen."

*Martin Schmalfuß, Leiter Corporate Strategy, Maschinenfabrik Reinhausen*

## Biography & Contact

*Frank Piller co-directs the Smart Customization Group at M.I.T. and is a professor of innovation management at RWTH Aachen University, Germany.*



Frank T. Piller is a Co-Director of the **MIT Smart Customization Group** at the MIT Media Lab, Massachusetts Institute of Technology, USA, and a chair professor of management at the Technology & Innovation Management Group of **RWTH Aachen University**, Germany, one of Europe's leading institutes of technology. Before entering his recent position in Aachen, he worked at the MIT Sloan School of Management (2004-2007) and has been an associate professor of management at TUM Business School, Technische Universität München.

Frequently quoted in The New York Times, The Economist, and Business Week, amongst others (and listed as the only German professor on LDRLB's "Top50 Profs on Twitter" list), Frank is regarded as one of the leading experts on **strategies for customer-centric value creation**, like mass customization, personalization, and innovation co-creation. His group at RWTH Aachen is considered to be one of the globally leading research centers for **open and distributed innovation** and is supported by competitive research grants of about US\$1million annually. This research has been acknowledged, for example, by a finalist nomination for the **"Innovating Innovation" Award 2013** by Harvard Business Review and McKinsey for their work on implementing open innovation or the **2012 Global Co-Creation Award by PDMA** (the largest professional association for product and service development) for their work on ideation contests with senior citizens.

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**More information:** [www.frankpiller.com](http://www.frankpiller.com) | <http://time.rwth-aachen.de/tim> | <http://scg.mit.edu>

**Frank Piller in the Media:** <http://tim.rwth-aachen.de/index.php?menu=presse>

**Publications:** <http://tinyurl.com/okpouuh>

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