

Andrey Schukin

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New Product Development | Creativity and Problem Solving | Innovation Management | Innovation Process

Biography

Availability

Keynote, Moderator, Panelist, Workshop, Corporate Training

Industry Expertise

Management Consulting

Areas of Expertise

Product Innovation, Problem Solving, Innovation

Sample Talks

Product Innovation: Problem Framing and Problem Solving

*What is Innovation? *Innovation Process for Product Development *Why Define the Problem?
*Product Requirements Pyramid: Technical, User and Business Requirements *Customer Requirements: Different Detail Levels *Making Sense of Customer's Ideas: Capturing and Documenting Customer Needs *Not everybody thinks the same: Multiple Stakeholders *Customer Focus vs. Product Focus *Engineer's View - Preparing for Problem Solving *Problem Solving Techniques *Successful Product - What is it?

Event Appearances

Problem Framing for Product Innovation

Course in Technology and Innovation Management for MSc students

Problem Definition for Product Innovation

Course in Innovation Management for MSc and MBA students

What to do before Project Starts?

Course in Management of Technological Innovation for MSc students

Problem Definition and Problem Solving for Product Development
Course in Systems Engineering for BSc students

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