

# **Pam Henderson**

**CEO at NewEdge**

Greater Seattle Area, WA, US

CEO and author of KILLING IDEAS: You can kill an idea, you can't kill an opportunity!

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## **Biography**

NewEdge's experience runs deep. In 1992, the U.S. Department of Energy's National Laboratory system turned to me, CEO of NewEdge, to assist with identifying market opportunities for an extremely broad range of chemical, technological, and biological platforms. I saw a need for a new research method that would simultaneously identify products and attractive markets. This unique method provided the foundation for NewEdge's full range of innovation services. These services have returned highly successful outcomes for clients ranging in size from start-ups to Fortune 100's. NewEdge partners with companies identifying and prioritizing opportunities and building offers to maximize ROI on business and innovation efforts. NewEdge works within markets and positions across the value chain and in every region of the world. Clients include: Microsoft, Motorola, Sharp Labs, DSM, Nokia, Dell, EBay, Yahoo!, Procter and Gamble, Colgate Palmolive, John Deere, Ferrari, Unilever, Weyerhaeuser, and many others. In 2004, through one of our clients, we were introduced to The Brewery an innovation / design agency. From this introduction has sprung a partnership, where NewEdge and The Brewery act as one innovation consultancy - offering Strategy \* Research \* Design - for major corporations around the world. As of June 2008 we are a staff of 55 strong and growing. Our goal is to be THE pre-eminent innovation company in the world - a BIG challenge!

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## **Availability**

Keynote, Moderator, Panelist, Workshop, Author Appearance, Corporate Training

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## **Industry Expertise**

Consumer Goods, Market Research, Think Tanks

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## **Affiliations**

Subject matter expert for the IRI Research on Research Subcommittee on Advanced Technology Marketing.

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## **Event Appearances**

**Brand Refresh**

Children's Society

**Getting Your Message Out the Right Way**

Small Business Symposium

**The Role/Effect of Design**  
Erasmus University

**Ideation Methods Overview**  
Industrial Research Institute

**Orchestrating the Ecosystem**  
Communicate with Style

**Creating Disruptive Growth for Non-Profits**  
United Way

**Creating Disruptive Growth**  
DSM

**Changing Innovation Culture**  
Colgate Aalmolive

**Innovation Vision Roadmap**  
Novelis Leadership Summit

**Stimulating Breakthrough Innovation: Key Principles**  
DuPont

**You can kill an idea?you can?t kill an opportunity**  
Sharp Microelectronics

**Level 5 Companies ? Disruptive Marketing Principles**  
Industrial Research Institute

**Assessing Breakthrough Innovation Capabilities**  
Kellogg?s

**Achieving Breakthrough Organic Growth ? New Market Kaizen**  
Danaher

**Breakthrough Innovation**  
Australasian Industrial Research Group

**Innovation to Change the Future**  
Invetech

**Communicating Innovation**  
John Deere

**You can kill an idea?you can?t kill an opportunity**  
Eastman Company

**Open Innovation Community of Practice**  
Kraft Foods/Open Innovation Group

**Innovation Strategic Planning**  
Procter & Gamble

**Disruptive Marketing & Communication Strategy**  
Nykampanyboer

**ISP-Driving Strategy Organizationally**  
Avery Dennison

**Breakthrough Innovation**  
Hormel

**Opportunity Cartography: Seeing and mapping new opportunities**  
Industrial Research Institute

**Big Opportunity: Seeing and understanding opportunities for breakthrough innovation**  
Chemical Heritage Foundation

**Big Opportunity: Seeing and understanding opportunities for breakthrough innovation**  
Arkema

**Driving Growth from Brand**  
Reputation Institute

**The Role & Effect of Design Management**  
Eramus University

**Opportunity Cartography**  
Danish Institute

**Drivers of Big Growth**  
Exxon Mobil

**Opportunity Thinking for Open Innovation**  
University of Texas - Austin

**Core Principals Brought to Life**  
Milliken Innovation Fair

**Open Innovation in the Chemicals Industry**  
American Chemical Society

**Opportunity Thinking That Gets You To Market**  
PDMA

**Opportunity Thinking for Business Model Innovation**  
Front End of Innovation

**DuPont Opportunities**  
Dupont Executive Summit

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## **Education**

**The University of Texas at Austin**  
Doctor of Philosophy (Ph.D.) Business Strategy

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## **Testimonials**

**prof.dr. Cees B.M. van Riel**

Thank you once again for providing such a superb and stimulating talk at our last conference here in Amsterdam last month. Multiple members have let me know how impressive they found it and how it has helped them to think more deeply about their work. Your presentation was outstanding! The time and effort involved in preparation, and your willingness to share so many valuable insights were greatly appreciated. On behalf of the program committee and everyone who was with us, I want to thank you for helping to make the conference a tremendous success!

**Edward Bernstein**

Dr. Henderson is a well know thought-leader in the field of innovation management. She has participated in many of the cutting-edge research projects initiated by our Research-on-Research program and is often invited to present at the Industrial Research Institute's Annual Meeting each spring and our Member Summit, which is held in the fall. Pam is a charismatic and dynamic speaker with the ability to cover a range of speaking topics. Among her presentations at IRI meetings, she was a keynote speaker at our latest Members Only Summit; her presentations have been creative, insightful and very well received. We will be asking her back.

**Javier Guzman, Ph.D.**

Thank you for providing such a superb and stimulating after dinner talk at our ExxonMobil Executive Summit in Princeton. On behalf of everyone who was with us, I want to thank you for helping to make our summit a success.

**Ron Reynolds**

Pam Henderson was kind enough to plan and organize a two hour session we called Establishing a Culture of Innovation. It was based on an IRI study of best practices of successful, innovative companies and also work done by Pam's company NewEdge. The session was a great addition to our program. Pam recruited speakers from several chemical companies and insured their remarks fit seamlessly into the flow of the workshop. Her own presentation offered new insights but also tied everything together. She's an engaging speaker and kept the group energy level up. I continue to be grateful to her for building a highly successful Innovation Day.

**Alexander Gosling**

Pam Henderson spoke at our annual conference and was extremely well received. Among a field of other professional speakers from around the world, she was up there with the best. She has a very engaging delivery style and her presentation was well thought out and rich in content, and generated both immediate discussion and subsequent follow up.

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