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Larry Keeley

Innovation Scientist

Larry Keeley is a strategist, author, and speaker who has worked over three decades to develop more effective innovation methods.

Since 1979 Keeley has worked with many global companies on innovation effectiveness, among them Abbott Labs, Aetna, American Express, Amoco, Apple, Baxter, Boeing, Citigroup, Coca-Cola, Consignia, Diageo, Ford, Gates Foundation, Gillette, GE, Hallmark, Liberty Global, Mars, Mayo Clinic, McDonald's, Monsanto, Motorola, Novartis, Novo Nordisk, Pfizer, Qwest, Rockefeller Foundation, SAS, Shell, Sony, Steelcase, Target, Texas Instruments, VHA, WellPoint,

Whirlpool, and Zurich Financial Services. He lectures frequently and publishes regularly on strategic aspects of innovation.

He is the former President and co - founder of Doblin Inc., an innovation strategy firm known for pioneering comprehensive innovation systems that materially improve innovation success rates. Doblin is now a unit of Deloitte Consulting LLP, where Keeley served as a Director.

Keeley's book that codifies much of the research and tradecraft that drives effective innovation is *The Ten Types of Innovation, and the Discipline of Building Breakthroughs*. Bloomberg Businessweek named Keeley one of seven "Innovation Gurus" that are changing the field. They also selected Keeley as one of the 27 most influential designers in the world.

Keeley teaches graduate innovation strategy classes at the Institute of Design in Chicago, where he is also a board member. He lectures in executive education programs at Kellogg Graduate School of Management and is an adjunct faculty member for their core M.B.A. and their Masters of Manufacturing Management programs. He was also a long-time board member for Chicago Public Radio, where he charted strategy to make it one of the most innovative public radio stations in the U.S.—helping to foster *This American Life* and other path breaking new radio programs and media innovations.