

Iris Ginzburg

Innovation Thought Leader



In a nutshell: I am a true zealot of Innovation in general and especially Israeli Innovation.

My formal education started with a B.Sc. in Physics and Mathematics (cum laude), followed by a PhD in physics ("Artificial Neural Networks") both from the Tel Aviv University. I also earned an M.Sc. in Management of Technology from MIT Sloan School of Management.

In my career I followed many paths. I spent 6 years in the 80s as a software engineer. During my school years I worked as a physics instructor and later as a research associate. In the late 90s I worked for PWC as a consultant, a move that galvanized my future decision to fuse academia, research and teaching with business and industry.

Early 2000, I co-founded and managed ContX, a start-up that developed location-based services for mobile providers focusing on mobile and internet commerce. Too early for the market and too late to raise money, we were unable to gain traction.

In 2003 after Joining IBM I founded and was the global leader of IBM's Innovation Management Practice. I led this effort for 5 years during which I had the pleasure and the privilege of working with outstanding peers and exciting clients. I helped clients design and implement, customized innovation processes, explore new technology-based growth opportunities and guide open collaboration efforts. I worked with some of the most innovative companies in the world in many a sector such as communications, industrial and financial sectors in Asia, US and Europe. This position also allowed me to create and develop strategic innovation frameworks.

I am a strong believer in the Israeli Innovation ecosystem and in further developing it. In 2007 I founded the Israeli Innovation Forum (IIF) at IDC - the Interdisciplinary Center in Herzliya. I lead the forum and served as the academic director.

In 2008 after leaving IBM, I started Demaya. It is a boutique strategic Innovation consulting firm. Together with my partner and with a group of experienced consultants we provide innovation services mainly to large organizations in Israel and outside of Israel.

In 2010, feeling antsy again, I founded and took the position of director and general manager of the MBA program for Management of Technology, Innovation and Entrepreneurship at the Recanati Business School at Tel Aviv University. In addition to our state-of-the-art academic curriculum, we have successfully launched unique and innovative activities such as a set of unique Innovation and Entrepreneurship Master Classes, and the Delta startup studio - a pre-accelerator in which our students and graduates can take an idea from concept to execution, experiencing the true meaning of entrepreneurship in practice. In the 4 years this program has been running it has gained strong recognition in the marketplace, with heavy involvement of leading entrepreneurs, innovators and practitioners. With more than 300 students, this program is considered Recanati's flagship MBA program.

Selected Projects

- Global Corporation with diverse businesses, one of the world's largest companies – Innovation project focused on service innovation in an environment that historically excelled in product and technology innovation. The project involved several divisions, including Corporate Marketing.

- Leading European bank – Plan, design, develop and practice new processes and methodologies, while building new skills and capabilities.
- Large financial client – Strategic innovation, global innovation trends and innovation management practices for long term growth and market leadership
- Global electronics company based in Asia – Creating a world class R&D practice
- Leading high-tech company – Innovation management practices, focusing on the exploration of new strategic innovation areas and initiative development
- A European manufacturer – Substantiating R&D as a core competency
- Global IT company – Service Innovation as a pervasive skill
- Large Telecom provider in Asia – Establishing a new R&D practice

Conferences

- TOM – TIKKUN OLAM MAKE-A-THON - a 3 day meeting in Israel, of interdisciplinary teams from around the world for an intense and exciting creative experience. The teams comprised of engineers, occupational therapists, designers and artists. Nazareth, Israel, 2014. Board Member
- The XXII ISPIM (International Society for Professional Innovation Management) conference, Hamburg Germany, 2011 – Sustainability in Innovation: Innovation Management Challenges. One paper presentation and session chairing.
- The 2nd ISPIM (International Society for Professional Innovation Management) Symposium, NY 2009. Two papers, presentations and session chairing.
- The Financial Times Innovation Summit, London, December 2006, Chairperson.
- The Marker, Israel, 2007 – Innovation Convention – lead a workshop: "innovation management in large organizations – innovation as a strategic asset: how can senior management guide innovation to include a larger number of employees"
- Hawaii International Conference on System Sciences (HICSS), January 2007, talks about the locus of innovation in services firms and possible agenda for service innovation research
- Alpha Summit (The annual conference of the Venture Capital community in Europe), Germany, November 2006, chaired a track on creating value through innovation and partnering
- IBM Innovation Week, The Netherlands, September 2006, a talk about innovation in services, focusing on financial firms
- CeBIT 2005, Germany, Delivering business value from innovation management

Teaching

- Innovation and Entrepreneurship – the Elastic perspective, an upcoming Coursera course.
- Service Innovation, Tel Aviv University Business School – the MBA program, and at the Interdisciplinary Center in Herzliya, Israel
- Technology Innovation, Tel Aviv University Business School – the MBA program, and the College of Management, Israel
- Innovation Management – a course customized to specific organizations, it involves a variety of tools for creativity, trend identification, problem solving & business planning, integrated into a practical innovation process

Publications

- "The Strategy of Service Innovation: Aligning Strategy and Execution when Moving from a Product Focus to a Service Focus, The XXII ISPIM conference, 2011, Hamburg, Germany, Proceedings
 - "Attitudes towards Product and Service Innovation in India and Israel – An Exploratory Study", ISPIM, 2009, Ginzburg, Lichtenstein, Neugarten, Agarwal and Parthasarathy, Proceedings
 - "Creating cooperation through an innovation jam", ISPIM, 2009, Ginzburg, Lichtenstein and Saar, Proceedings
 - "Looking for the Locus of Innovation in New Service Development", HICSS, 2007, Ginzburg, Lichtenstein and Higgins, Proceedings
 - "Irresistible! Markets, Models, and Meta-Value in Consumer Electronics", 2005, O'Reilly Publishing, Co author
 - "Innovation in services – the product is intangible but the innovation has great impact", Status Magazine, 2005
 - "Innovation is Shaping the Future, 2005, Ginzburg and Lichtenstein, white paper
 - "The Changing Economics of IT", 2005, Ginzburg and Lichtenstein, white paper
-