

THE 7 SECRETS TO SUCCESSFUL INNOVATORS

The Institute Through Collaboration presents
A Keynote from Matt Phillips

Tuesday, February 27

6:00 PM - Westlake Hall, Room 116
Refreshments will be served.

Companies develop new products and services all the time. The people in those organizations are experts about how to innovate, right? Think again. Most turn to consultants to help through the process.



Bradley alumnus Matt Phillips ('95) is president of Phillips & Co., an innovation strategy firm based in Chicago serving clients globally.

Matt is a high-energy innovation strategist, keynote speaker, ideation facilitator, and entrepreneur with extensive experience leading Fortune 500 and mid-sized clients through the process of inventing and developing new products, brands, and growth strategies.

Matt is a global innovation keynote speaker and a visiting lecturer on innovation at Northwestern University. He received his MBA from Northwestern and is a graduate of The Second City's two-year conservatory in improv. Fun fact: he can say the alphabet backwards.

“Every two years we look for the world’s leading experts on innovation. We’ve now brought Matt to Helsinki four times to deliver keynotes and workshops. His mix of expertise and entertainment is unbeatable.”

Ari Björkqvist, Program Director
Haaga-Helia University, Helsinki, Finland



BRADLEY University
Institute for Innovation
Through Collaboration

For more information, contact Ross Miller at 309-677-4432 or rmiller@bradley.edu.

*The Institute is affiliated with the Caterpillar College of Engineering and Technology and Foster College of Business.
Co-Sponsors: Intellectual Cultural Activities Council and Osher Lifelong Learning Institute at Bradley University*