



## Keynote Speech

### Experience of TRIZ Proliferations in Industries: Success Stories and Lessons Learned

#### Speaker Name,

Zinovy Royzen, TRIZ Master,  
President, TRIZ Consulting, Inc.



#### Speaker Biography:

**Zinovy Royzen** is a Master of TRIZ certified by Genrich Altshuller, the creator of TRIZ. He is the founder and President of TRIZ Consulting, Inc., Seattle, Washington, the first U.S. company to apply TRIZ, cofounder and 1998-2007 Director and Vice President of Altshuller Institute for TRIZ Studies.

He is a leading TRIZ consultant, project facilitator, trainer and TRIZ developer. He has taught thousands of engineers including more than two thousand engineers at Boeing.

He has transformed the classical TRIZ theory into the most powerful and user friendly version of modern TRIZ called TOP-TRIZ.

Royzen Zinovy has been applying TRIZ to new product development, quality improvement, cost reduction, and inventive problem solving in innovation since 1980. He has been developing and teaching TRIZ since 1984.

He has led workshops and/or provided consultation at numerous organizations, including Boeing Co., Eastman Kodak, Ford Motor Company, Harley-Davidson Motor Company, Hewlett-Packard, Illinois Tool Works, Ingersoll Rand, Kimberly-Clark, LG Electronics, Lucent Technologies, National Semiconductor, NASA, Paccar, Philips Semiconductors, Samsung, Siemens, Thermo King Corporation, and Xerox.

Mr. Royzen conducted his TRIZ courses for UCLA Extension in 1997-2014. He also conducted his courses at University of Washington and National University of Singapore.

He is a MS in mechanical engineering, the author of many TRIZ papers and holds 32 patents.

#### Abstract/Outline

Innovation is accelerating and methods to develop breakthrough concepts for product and process development are becoming the keys for success. Companies are introducing TRIZ to develop higher quality of concepts and develop them faster. How to implement TRIZ to materialize high hope for innovation? How to develop TRIZ even more powerful while making it easier to learn and to use? There are many success stories. There are also lessons learned. At TRIZ Consulting, we have a vast experience in developing TRIZ and introducing it in different industries meeting their high expectations.