



United Kingdom and Ireland Section
Systemic Innovation SIG, Systems Chapter



Industry, Business & Commerce
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Masterclass in Applied Structured Creativity By Prof. Jacob Goldenberg

When: Wednesday 10th November 2021
Time: 14:00 to 16:00 (UK)

Register now

<https://www.eventbrite.co.uk/x/masterclass-in-applied-structured-creativity-tickets-186366807137>

Systemic & Systematic Innovation Masterclass

[FREE WEBINAR]



Prof. Jacob Goldenberg
Professor of Marketing
Creator of the Systematic
Approach to Creativity
Omnivati Co-Founder





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Programme

13:50	Start
14:00	Introduction; chair of IEEE UK & I Systems council; Prof A.G. Hessami
14:05	Structured Creativity, introduction and practice; Professor Jacob Goldenberg
14:50	Questions from audience
15:10	Attribute Dependency Demonstration using Omnivati Software tool
15:45	Discussions
16:00	Close

Speaker Biography



Jacob Goldenberg is a Professor of Marketing at the Arison School of Business Administration at the Inter-Disciplinary Centre at Hertzelia and a visiting professor at the Columbia Business School. He received his Ph.D. from the Hebrew University of Jerusalem.

Professor Goldenberg developed and introduced the systematic approach to creativity and has years of experience in teaching it to students and businesses around the world. His approach to creativity has been published in several prestigious academic outlets (*Harvard Business Review* and *Science*), and is applied by multiple organizations and companies such as AXA Insurance, BBDO, Bayer, Brinks, Converse, Ford, General Electric, Intel, J&J, Mastercard, McCann, Microsoft, Motorola, Proctor & Gamble, Philips, Samsonite, Unilever. Professor Goldenberg also co-authored several successful books on his approach: the most recent one being: *Inside the Box*.

His research focuses on creativity, new product development, diffusion of innovation, complexity in market dynamics and social networks effects. His work has been published in leading academic journals and was covered in major popular press outlets such as the *New York Times*, *Wall Street Journal*, *Boston Globe*, *BBC News*, *Herald Tribune*, *The Economist*, and *Wired* magazine.