

IDRIS MOOTEE

Global CEO and Co-founder, Idea Couture Inc.

2010 ACCE Most Innovative Award

A master design thinker, a start-up coach and described as the "the ultimate foresight machine". He currently serves as Global CEO of Idea Couture (co-founded 2007), a global innovation firm serving Fortune 500s with offices in San Francisco, London, Toronto, Amsterdam, New York City, Mexico City and Sao Paulo. Idea Couture has helped create more than US\$2 billion in economic value for its clients in one year. He is also the co-founder and chairman of the Institute of Human Futures and sits on the board of three universities.

Idris and his firm's global client list gives him a front-row seat to the high velocity change that is occurring as technological disruption comes to take hold in every industry and every firm. His firm's client list includes top names such as Starbucks, Samsung, LG, RBC, UBS, Citi, World Bank, Prudential, Pepsi, Google, FedEx, J&J, Cisco and Burberry.

He designed and taught the "Design Thinking for Corporate Innovation program" at the Harvard Graduate School of Design. He is the author of three books on innovation and strategy – including his most recent, *Design Thinking for Strategic Innovation*, which was published in multiple countries. He is also the publisher of MISC - a journal of strategic foresight and frequently quoted in business publications including the New York Times and Wall Street Journal.