

# Global Innovation, Creating an Innovation Process

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*Innovation is a word used often today to mean many different things. To some it is invention to others it is doing something completely new. We at IBM believe innovation occurs at the intersection of invention and business insight. Creating an atmosphere and an ecosystem for innovation requires some new ideas and processes. It is global, it is unpredictable yet it can be encouraged and supported for success.*

*The Global Innovation Outlook, or GIO, is a process that IBM has used for the past couple of years to create an innovation ecosystem. The journey for activity is as interesting as the results. I will discuss the process and what we've learned about the process as well as the specific results and outcomes from the first GIO and second GIO. The topics include: healthcare, transportation and the future enterprise.*

## **Biography**

Cathy was appointed Vice President, Industry Solutions and Emerging Business for the Research division in September 2004. She is responsible for connecting research with industries to focus innovation on the application of technology to real-world problems. Her mission is to create a tight linkage between the research community and our sales organization and to create and manage new emerging businesses. Prior to this position, Cathy was Vice President of Global productivity and Employee IT advocate in the CIO organization. Her focus was on, improving and expanding the IT services, support and function to our employees. She provided a single point of contact for managing contracts, operations and measurements with service providers such as those with the IBM Global Account, AT&T, and others around the world.

Cathy joined IBM in 1978 as a programmer supporting Test Engineering in Endicott, New York. Within a year, she moved to the New York tri-state area where she has held various programming and team lead positions. In 1982, Cathy joined the IBM Credit Corporation where she developed and managed the information center and advanced technology development departments. She then moved to the corporate common financial systems organization as a development manager. In 1993, Cathy joined the PC Company where her organization was responsible for executive information systems, decision support systems and manufacturing process support. She then went to IBM Research in 1996 as Executive Assistant to the Senior Vice President of Research. In 1997, Cathy was appointed as the CIO for the Research Division. Cathy joined the CIO organization in 2001 as Vice President of B2B Initiatives. Cathy had worldwide responsibility for enabling IBM as a world class participant in the B2B environment.

Cathy holds a BS in Mathematics/Computer Science from SUNY Binghamton and an MBA in Finance from Iona College. In addition to her IBM responsibilities, Cathy's activities have included: Secretary, Board of Education, Brookfield, CT School District; Chair Curriculum Committee, Brookfield, CT School District; Member of National Science Foundation Business and Operations Committee; National Academy of Engineering committee on diversity in the technical work force; Smith College, Advisory Board for school of engineering; Justice of the Peace, State of Connecticut.