

# Developing Innovation in Kerala - Visit by Slava Kozlov

## Slava Kozlov - Profile

Slava Kozlov is a very experienced, multi-faceted researcher who over fifteen years has worked on a wide variety of research projects including social studies, market, consumer and communication research, and future studies, among others; the results and findings of which had been used to support many new products and service developments, develop marketing and communication programs, produce innovative and conceptual design solutions, and stimulate new business developments. Over the years he has been designing and conducting research projects to study people's activities in various contexts, to study their attitudes and beliefs, to track and interpret cultural developments, and to identify and comment on the emerging socio-technological changes.

Trained in Mathematics, Psychology, Philosophy and Social Studies, Slava Kozlov has worked with different organisations across the globe, his most recent place of work being **Philips**, where he was **Head of Innovation**. In the beginning of 2010 he left Philips and together with his partners developed a novel approach of future studies that combined narrative analysis, 'serious games' and interactive environments to help people in exploring and 'sensing' possible futures.

**Summ( )n** was created as a research consultancy that supports companies and organizations in their innovation activities, in developing new businesses or new social practices, and in developing new products and services. Summ( )n also facilitates the development of new future focused skills and practices.

**When is he here?** Slava Kozlov will be in Kerala (India) for 2 weeks starting from the 20<sup>th</sup> of May to the 3<sup>rd</sup> of June, 2013.

**Why is he here?** Slava Kozlov will be in Kerala in collaboration with **Innovation eXperience**, partnered with whom he is planning to do a wide variety of activities and programmes which will support innovation. His programmes will especially be concentrating on Social Innovation, Health Innovation, IT Innovation and Academic Innovation.

**What will he be doing?** Slava Kozlov, during his trip to Kerala, is planning to meet various Corporates, Business Groups, Professional Associations and different groups of people and provide them with his services. He will be conducting programmes in places other than Kerala as well.

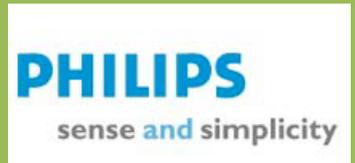
Possible events which he will be doing:

1. A Generic Innovation Lecture on the History and Method of Innovation @ Philips
2. A Tailored Innovation Workshop, themed around 'Business Innovation', 'Competitive Innovation' or even 'Applied Social Innovation'.
3. A more specific domain based workshop on New Product/Service Innovation, which will seek to explore a particular challenge more deeply using a series of creative tools.

**How to get him to your organisation?** **Innovation eXperience** will be working with Slava Kozlov during his trip to Kerala and all his events and activities will be organised by **iX**. If you need him at your organisation, kindly contact Ms.Lakshmi, Innovation eXperience, for further details. [lakshmi@kerala-ix.com](mailto:lakshmi@kerala-ix.com)



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