

COMPANY PROFILE

Mission

Breakthrough Innovation Advisors, LLC exists to enable our clients to survive and thrive in a volatile, complex, and increasingly ambiguous world.

Core market

- Exclusive focus on **mature companies, regardless of industry**
- Companies of **all sizes**, from small to mid-sized to large
- Individuals and groups at **all levels**, from owners to CEOs, presidents, and general managers to technical executives (CTOs, VPs of engineering and R&D), technical managers, and proven and aspiring Serial Innovators
- Both **privately-held and publicly-traded** companies

Our distinctive position

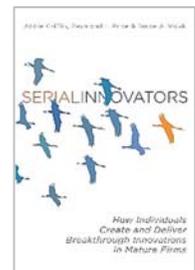
For decades, both business practice and research on innovation have taken the perspective that innovation can be managed like any other (albeit complex) process of the firm. While a highly structured and closely supervised approach is helpful in creating Incremental Innovation, our experience, supported by a decade-long study of numerous companies across many industries reveals that it is not conducive to creating Breakthrough Innovation. In fact, the drive to routinize has gone too far; so far as to limit many companies' ability to innovate. In today's economy, with the future of so many mature firms at stake, this insight brings a clarion call to rethink how to nurture and thrive on an innovative workforce.

In sharp contrast to prevailing perspectives, we re-frame the problem by taking a “people” view of innovation. This approach zeros in on the cutting-edge individuals who repeatedly create and deliver Breakthrough Innovations in mature organizations. Unlike Jeff Bezos, Steve Jobs, or Elon Musk, these “Serial Innovators” are embedded within the organization and not known by the public at large. Yet, they are organizational powerhouses who solve consumer problems and substantially – and disproportionately – contribute to their company's financial value.

We apply proven practices and insights to help clients survive and thrive in a world in which – when Breakthrough Innovation occurs – the success or survival of companies is at stake as both fortunes and jobs are created and lost.

About Bruce Vojak

Spanning a career at the intersection of business and technology, Bruce Vojak is a leading authority on Breakthrough Innovation. **He has experienced and explored it purposefully and variously, first establishing himself as a successful technology executive in industry and later in academia, conducting groundbreaking research on its practice.** Co-author of *Serial Innovators: How Individuals Create and Deliver Breakthrough Innovations in Mature Firms* (Palo Alto: Stanford University Press, 2012), he serves on the Board of Directors of Midtronics, Inc. and the Advisory Board of JVA Partners, periodically consults on the topic of innovation for Procter & Gamble, and regularly presents to, leads workshops for, and advises various other companies.



Prior to forming Breakthrough Innovation Advisors, LLC Bruce served as Associate Dean and Adjunct Professor in the top-ranked College of Engineering at the University of Illinois at Urbana-Champaign. Earlier he was Director of Advanced Technology for one of Motorola's business units, held research and business development positions of increasing responsibility at Amoco, and was on the research staff at MIT Lincoln Laboratory. He holds BS, MS and PhD degrees in engineering from the University of Illinois at Urbana-Champaign and an MBA from the University of Chicago's Booth School of Business.

Services

Bruce Vojak, individually or with associated advisors and organizations, helps clients **Discover** the potential of, **Plan and Prepare** for, **Transform** in order to realize, and **Sustain** the benefits of Breakthrough Innovation through:

- Awareness-building presentations
- Assessments
- Skill-development workshops
- Coaching and advising
- Acquisition and licensing advisory and support
- Hiring advisory and support
- Board service

For further information

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Helping mature companies survive and thrive in a volatile, complex, and increasingly ambiguous world