



## Valeri V. Souchkov

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Valeri V. Souchkov was born on August 1, 1966. He received M.Sc degree in Computer Engineering from Belarus University of Informatics and Electronics in 1988.

In 1989, he co-founded Invention Machine Labs (currently known as Invention Machine Corporation in Boston, USA, [www.invention-machine.com](http://www.invention-machine.com)), and which is regarded today as a world leading company developing IT support for early stages of innovation. Until he left the company in 1996, he was a member of its Executive Board. Invention Machine was named one of the most innovative companies of the USA by the *Fortune* magazine.

During this period, he took 460 hours of training in TRIZ (Theory of Solving Inventive Problems) and was certified as TRIZ Specialist by the founder of TRIZ G. Altshuller.

In 1993-1997 he was an affiliated researcher at the University of Twente ([www.utwente.nl](http://www.utwente.nl)) in the Netherlands studying automation of innovative design with TRIZ. He was the first who originated public TRIZ training in Western Europe on regular basis in 1995.

In 2000, he originated and co-founded the European TRIZ Association (ETRIA, [www.etrria.net](http://www.etrria.net)) and still remains the member of its board.

Since 2001 Valeri is invited lecturer of the University of Twente on TRIZ and Systematic Innovation where he teaches basic and advanced courses.

Since 2003, Valeri is a founder and managing director of ICG Training & Consulting (Enschede, Netherlands, [www.xtriz.com](http://www.xtriz.com)), a company dedicated to delivering best methods and tools of systematic innovation to the global market. The company fosters and continuously expands its global network. It founded the TRIZ Training International Centre in 2009.

Since 1998, Valeri has been developing *xTRIZ*: further extension of TRIZ, which introduces a structured approach to the front-end of innovation, integrates different methodologies and tools for systematic support of problem solving, creativity, innovation roadmapping, and strategy definition. He also developed and launched courses for Systematic Innovation in non-technological fields, primarily in business and management areas. He contributed to the improvement of several classical TRIZ techniques as well as authored and developed several new TRIZ techniques.

Since 2011 he is a member of Global R&D Council of the International TRIZ Association (MATRIZ, [www.matriz.org](http://www.matriz.org)) and a representative of MATRIZ Council on Expertise with accredited to provide certification training accredited by MATRIZ.

Since 2013 he is also visiting faculty member on TRIZ of TIAS Business School ([www.tias.edu](http://www.tias.edu))

In total, Valeri was involved to over 100 projects at diverse organizations to help with solving their innovative problems and come up with breakthrough solutions and ideas for new products and technologies as well as solutions to overcome business challenges.

He trained over 5000 professionals in TRIZ and Systematic Innovation from over 60 countries by performing 198 training workshops. His training courses have been licensed and provided in a number of countries. His TRIZ course was named "*The best course on innovation*" by LG Electronics Learning Centre in South Korea.

He coached top management of several organizations on implementing the most effective tools and methods of innovation.

Valeri is a co-author of 2 books, editor of 2 books, and author of more than 80 papers on TRIZ and Systematic Innovation, problem solving and knowledge management, including publications in peer-reviewed magazines and proceedings of international conferences. Valeri is regularly invited to different countries to speak about systematic innovation and TRIZ.

In 2013 he was awarded the TRIZ Master degree by the International TRIZ Association (MATRIZ) for his contribution to the development of TRIZ.

In addition to his professional activities, Valeri enjoys modern arts, music, literature, photography, history of civilization, and he is a master of fencing.

Among customers:



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