



PROFESSOR DARRELL MANN

Systematic Innovation Ltd

Professor Darrell Mann is CEO of Systematic Innovation Ltd, a UK based innovation company with offices and affiliates in India, Malaysia, Korea, China, Japan, Denmark, Turkey, Russia, Australia, US and Austria.

Darrell is an engineer by background, having spent 15 years working at Rolls-Royce in various R&D related positions, ultimately becoming Chief Engineer responsible for the company's long term future military engine strategy.

He left the company in 1996 to first help set up a high technology company before entering a programme of systematic innovation research at the University of Bath.

He first started using Systematic Innovation in 1992, and by the time he left Rolls-Royce had generated over a dozen patents and patent applications. In 1998 he started teaching systematic innovation methods to both technical and business audiences and to date has given workshops to over 5000 delegates across a broad spectrum of industries and disciplines. He continues to actively use and develop the Systematic Innovation methodology, with the help of 30 full-time research staff. With over 600 systematic innovation-related papers and articles to his name, plus the best-selling 'Hands-On Systematic Innovation' books, Darrell is now one of the most widely published authors on the innovation subject in the world.

For the last 18 years he has helped many of the world's top companies to create stronger IP, participating in the creation of over 500 inventions. Projects he has been involved in have resulted in the creation of several billion dollars of new

Professor Darrell Mann
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value to clients. He also consults regularly in the IP strategy domain helping companies to secure their medium and long term future.

Featured in Who's Who in the World, Darrell is now recognised as one of the world's most prolific inventors. He is a Visiting Professor at the University of Buckingham, at University of Warwick in the UK and Taylor's University in Malaysia.

His consulting clients include Samsung, Tata, Infosys, NHS, Network Rail, Hewlett Packard, Procter & Gamble, GSK, Hilti, Arçelik, Jaguar Land-Rover, Petronas, Siemens, Eli Lilly, Bosch, Axiata, Hong Kong government and, through EU-supported research and dissemination programmes, a wide roster of SME and university organisations.

His work involves a spectrum of applications from consumer insighting to strategy development to IP creation to problem solving in both technical and non-technical areas.