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For Immediate

Release

University of Michigan Business School Professor is Lead Speaker at TED^X Detroit
Innovation is hot topic for Detroit and the State of Michigan

Core News Facts

- [TED^X Detroit](#) will be held on September 29th from 8:30 a.m. to 6 p.m. at [Wayne State University](#)
- [Jeff DeGraff](#), Clinical Professor of Management at the [University of Michigan Business School](#) and “The Dean of Innovation” will be the lead speaker at this event, addressing the audience on the topic of “*Leading Innovation—Making Stone Soup*” at 9:10 a.m.
- [Jeff DeGraff](#) is founder of [Competing Values](#), an innovation consulting company to 100 of the Fortune 500 companies. In 2009, Jeff created the [Innovatrium](#) in Ann Arbor, Michigan, one of the knowledge capitals of the world. The Innovatrium combines a community of world-class thought leaders and practitioners with a collection of integrated methodologies for leading innovation. This idea lab, beyond acting as a launch pad for innovative projects, is dedicated to developing innovation experts who can make innovation happen, everywhere, everyday, in their workplaces.

Photo of Jeff DeGraff





More Multimedia Available by Request

[Leading Innovation Media Kit](#)

[Q&A with Jeff DeGraff about the Innovatrium](#)

[Innovatrium Brochure](#)

Pre-Approved Quotes

“Leading innovation is mostly about connecting the dots. It is syncing up all of the value propositions of the organization. Many firms have great ambitions around innovation, but have not developed the culture or capability to realize them.”

“...Innovation is not your best friend. It is your only friend.”
Jeff DeGraff, Founder, Innovatrium

He (Jeff) has provided marketing professionals across GE with a collaborative measurable process that leverages existing creativity.

Beth Comstock, Corporate VP and Chief Marketing Officer, General Electric

Innovation is a skill, not a gift. It can be routinized like any other business imperative such as productivity, leadership, or quality. DeGraff shows you the way.

Drew Boyd, Director, Marketing Mastery, Johnson and Johnson

Links to Relevant Coverage to-date

[Jeff DeGraff and the Innovatrium](#)

[Training Magazine feature on the Innovatrium](#)

[Leading Innovation](#)

[Creativity at Work](#)



Jeff DeGraff is the Dean of Innovation. The charismatic Jeff DeGraff is a highly sought after speaker and advisor for companies that include 3M, Apple, American Airlines, Coca-Cola, GE, Johnson & Johnson, LG, Pfizer, and Toyota. He is the Clinical Professor of Management and Organizations at the University of Michigan's Ross School of Business, where he co-created the Competing Values school of thought that is taught in leading universities, colleges and business schools throughout the world; the Executive Director of the Innovatrium Institute for Innovation, an idea lab; and the Managing Partner of the Competing Values Company, a top innovation consulting firm.

With over twenty-five years experience in management issues, Jeff began his career at Domino's Pizza, where he was responsible for developing innovative strategies, communication/support technologies and new business ventures. The title on Jeff's business cards read "Dean of Innovation." In this role, he helped spur Domino's rapid growth from a regional success story to an international franchise phenomenon.

As the guru to the innovation guru' at Fortune 500 companies, he has created a broad array of widely used tools and methods for implementing innovation. His work is focused on how to lead Innovation—developing the culture, capabilities, and collaborative connections that result in revenue and market growth.

His advice is frequently in demand from the investment community on how to pick, manage and harvest winning ideas and business enterprises. Jeff has shared his insight at top innovation incubators and think tanks such as the Aspen Institute. He has also contributed his expertise in publications such as Business Week, CIO, Fortune, Training+ Development, Training, USA Today, and the Wall Street Journal.

Jeff has written about innovation in numerous articles and books. He is the co-author of *Creativity at Work: Developing the Right Practices to Make Innovation Happen*, (Jossey Bass, 2002), *Competing Values Leadership: Creating Value in Organizations* (Edward Elgar, 2006) and *Leading Innovation: How to Jump Start your Organization's Growth Engine* (McGraw-Hill, 2006). Jeff is a 1980 graduate of Western Michigan University and holds a Ph.D. in Educational Technology from the University of Wisconsin-Madison.

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