

...itten vastgeroest in onze
gewoonten

GIJS VAN WULFEN

Innovation speaker, author, founder of
the FORTH innovation method

325,000 +

LINKEDIN FOLLOWERS

One of the first
LinkedIn influencers

2nd

POSITION

International Top 40
Innovation Bloggers

8

LANGUAGES

The bestseller 'The Innovation Expedition' has been published in English, Spanish, Russian, Japanese, Chinese, Turkish, Italian and Dutch

Gijs van Wulfen is a well-known global authority and trusted advisor on innovation, inspiring speaker, author of 4 innovation bestsellers, one of the top 10 worldwide innovation bloggers, and a LinkedIn Influencer with 325.000+ followers.

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GIJS VAN WULFEN

PERSONAL

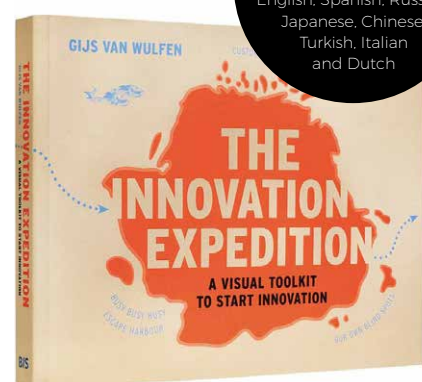
Gijs is the founder of the FORTH innovation method. He is very driven to jump start innovation in organisations, because they are often struggling with the start of innovation in their day-to-day hectic business. He is a business economist with a master in management consultancy.

During his career of 30 years, Gijs has worked as a fast moving consumer goods marketer, a boardroom consultant, a large group facilitator and as a keynote speaker. Through his informal personal style, infectious enthusiasm and persuasiveness he gets people in big corporates to move beyond their borders to make their company innovative again. Gijs is Dutch, 59 years old, father of two children and has emigrated recently to Crete, Greece.



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LANGUAGES

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FORTH INNOVATION METHOD

The FORTH innovation methodology is a customer oriented inspiring innovation method to create mini new business cases for innovative products, services and business models. The scientifically proven methodology is used worldwide. The FORTH method connects business thinking with design thinking in a structured way. A big asset of the method is that it creates internal support for innovation. FORTH is an acronym and stands for Full steam ahead, Observe and Learn, Raise ideas, Test ideas and Homecoming. (Potential) customers play an important role in the FORTH innovation process.

In the second step: Observe and Learn you will identify customer insights. And in step 4, the new concepts are tested among the target group before you develop them into mini new business cases. The method is described in his worldwide innovation bestseller 'The Innovation Expedition', which has been translated in many languages. Scientific research by The Open University proves that the FORTH methodology doubles the effectiveness of regular stage-gate innovation programmes.

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CLIENTS

Gijs helps innovating a wide variety of clients including large international companies (3M, Huntsman, CRH, Airbus, ENZEN), service organisations (Insurance, Media, IT), government organizations, agricultural companies and healthcare organisations. Together with 200 innovation facilitators, Gijs facilitates his effective FORTH Innovation Methodology to help companies worldwide.

“A COLOURFUL, ENGAGING, INSPIRING STORYTELLER”

Delony Langer - 3M, USA

“HE CREATES AN INNOVATIVE MINDSET AT THE AUDIENCE”

Anne-Laure Pardijon - AIRBUS GROUP, France

“GIJS’S SPEECH WAS EXACTLY WHAT MANY COMPANIES IN OUR INDUSTRY NEEDED”

Adam Ismael - Executive Director Global Organization for EPA and DHA Omega-3

INNOVATION PROJECTS

- Innovating **HUNTSMAN**, a global manufacturer and marketer of differentiated chemicals with 10.000 people employed. Gijs helped them focussing their innovation strategy, ideating new disruptive offerings, and training employees to master to facilitate innovation themselves.
- Innovating a subsidiary of **CRH**, a € 27 billion worldwide manufacturer and distributor of a wide range of building materials and products. Gijs facilitated ideating and developing new products and services for a market leader in pavement, while creating a more innovative corporate culture.
- Innovating **BRUIL**, a mid-sized manufacturer of concrete. Gijs facilitated a new innovation approach to develop both evolutionary – and revolutionary new business opportunities, among which 3D-printing of architectonical concrete, which is disrupting their market.
- Innovating **SCHATTDECOR**, a German producer of décor paper surfaces with 2,550 employees in 27 Countries. Gijs helped them to go beyond brainstorm and selecting ideas by facilitating a program of drafting distinctive new business cases, while creating internal support within the organization and a more innovative mindset.
- Innovating **LANGUAGE INSTITUTE REGINA COELI**, a leading Dutch language training institute with a well-known methodology. Gijs facilitated to modernize their training offerings to fit the future needs of their corporate – and individual clients, while creating a more open-minded corporate culture on the way.
- Innovating **THE CITY BIN COMPANY**, a waste-management company in Ireland. Gijs helped them to ideate and disrupt the business-to-business waste-management market in Ireland with new services targeted to the Dublin market.



GIJS VAN WULFEN

COMPANIES

- 2003-2019 Van Wulfen Innovation IKE, Founder of the FORTH Innovation Methodology;
- 2000-2002 Boer & Croon Management & Strategy Group;
- 1994-1999 Ernst & Young Consulting;
- 1991-1993 Red Band Venco, FOOD Industry, marketer;
- 1988-1990 Honig, FOOD Industry, marketer.

EDUCATION

- Master in Creative Thinking, COCD Antwerpen (2004);
- Postgraduate Master in Management Consulting, VU Amsterdam (1998);
- Master in Business Economics, Erasmus University Rotterdam (1988).

AUTHOR AND KEYNOTE SPEAKER ON INNOVATION

- **More than 5 times in a row, chosen in the top 10 of international Innovation Bloggers;**
- **One of the first 150 LinkedIn Influencers with 325.000+ followers;**
- **Author of 4 books on innovation in English;**
 - **'Inspiration for Innovation'**, March 2019 (BIS Publishers);
 - **'The Innovation Maze'**, May 2016 (BIS Publishers) Awarded as Management Book of the Year 2017;
 - **'The Innovation Expedition'**, May 2013 (BIS Publishers);
 - 'Creating Innovative Products and Services', April 2011 (Gower);
- **Key-note speaker at international conferences on innovation and design thinking;**
 - Keynote Speaker, TOPseminar UNIZO, Gent Belgium, 2019;
 - Keynote Speaker, iEXPO, 3500+ event of NEC, Tokyo Japan, 2019;
 - Keynote Speaker, Inspiring Innovation, Guadalajara Mexico, 2019;
 - Keynote Speaker, Innovating Municipalities, Papendal Netherlands, 2019;
 - Keynote Speaker, AIRBUS Programme Management Meeting, Toulouse France, 2018;
 - Keynote Speaker, IAA Conference, The Netherlands, 2018;
 - Keynote Speaker, Amsterdam Smart City Smart Finance, 2018;
 - Keynote Speaker, Contaminazione, Milano, 2018;
 - Keynote Speaker, Alfred Health top 200, Melbourne, 2017;
 - Keynote Speaker, ISPIM Conference Vienna, 2017;
 - Nobina Innovation Workshop, Stockholm 2016;
 - Leadership University, AIRBUS Group, Toulouse, 2016;
 - Middle East Innovation Campus, Dubai 2016;
 - Lectures NEC, RICOH, DOCOMO, Tokyo 2016 ;
 - Vectorworks innovation workshop, Maryland, USA 2016;
 - Forum International de Creatividade e Inovacao, Vitoria Brazil, 2015;
 - South African Innovation Summit, Cape Town, 2015;

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- Polish Innovation Day, Warsaw Poland, 2015;
- 3M R&D Center, Minneapolis USA 2015;
- Product Innovation 2014 Berlin, 2014;
- 16 Lectures FORTH Tour India, 2013;
- APGEI keynote Portugal, 2013;
- Let's Play Innovation Netherlands, 2013;
- HPI- Design Thinking Festival Germany, 2012;
- ISPIM Conference Spain, 2012;
- Service Design Conference SERVDES Finland, 2012;
- European Conference on Creativity and Innovation XII Portugal, 2011;
- ISPIM Conference Spain, 2010;
- European Conference on Innovation and Creativity XI Belgium, 2009;
- ISPIM Conference Vienna, Austria, 2008.

ASSOCIATIONS

- Member of the Product Development Management Association (PDMA);
- Member of the International Society for Professional Innovation Management (ISPIM);
- Member of the ISPIM scientific committee.

CONTACT GIJS VAN WULFEN

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