

# BREAKTHROUGH INNOVATION ADVISORS, LLC

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

## DISTINCTIVE APPROACH

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For decades, businesses have managed innovation like a standard business process, achieving incremental innovation and gaining limited business results. While a highly structured and closely supervised approach is helpful, our experience, supported by 20+ years of applied expertise gained from working with numerous industry-leading companies and 10 years of research, reveals it is not conducive to creating the kind of Breakthrough Innovation that leads to significant business outcomes and success. In today's economy, with the future of so many mature firms at stake, this insight brings a clarion call to rethink how to identify and nurture an innovative workforce that creates a competitive advantage.

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, “Serial Innovators” are embedded within their companies and not known by the public at large. Yet, they are organizational powerhouses who disproportionately drive a company's financial value by bringing forth creativity in identifying value-added opportunities and in solving problems.

We apply proven practices and insights to help clients survive and thrive by fostering Breakthrough Innovation that will drive company performance, growth, and financial success.

## FOCUS

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- **Mature companies, regardless of industry, seeking to renew their business through innovation**
- **Companies of all sizes**, from small and mid-sized to large
- **Individuals and groups at all levels**, including owners; CEOs, presidents, general managers; other C-level executives of all types; technical managers; and proven and aspiring Serial Innovators
- **Privately-held and publicly-traded companies**

## KEY PUBLICATIONS

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Vojak & Herbst, *No-Excuses Innovation: Strategies for Small- and Medium-Sized Mature Enterprises* (Stanford, CA: Stanford University Press, 2022).

Griffin, Price, & Vojak, *Serial Innovators: How Individuals Create and Deliver Breakthrough Innovations in Mature Firms* (Stanford, CA: Stanford University Press, 2012).

## ABOUT BRUCE VOJAK

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Spanning a career at the intersection of business and technology, Bruce Vojak has experienced and explored innovation purposefully and variously.



A leading authority on innovation in general, and Breakthrough Innovation in particular, Bruce brings a unique and powerful combination of deep and broad expertise—and a rich network of other experts—to guide his clients in harnessing its benefits.

Prior to forming Breakthrough Innovation Advisors, LLC, Bruce served as Associate Dean and Adjunct Professor in the top-ranked Grainger College of Engineering at the University of Illinois at Urbana-Champaign, researching how innovation occurs in mature companies. Earlier he was an innovation executive, as Director of Advanced Technology for one of Motorola's business units, and an innovation practitioner, holding research and business development positions of increasing responsibility at Amoco, and on the research staff at MIT Lincoln Laboratory.

A Senior Fellow with The Conference Board, Bruce has served on the advisory boards of Midtronics, Inc. and JVA Partners, and the board of directors of Micron Industries Corporation. He regularly presents to, leads workshops for, and advises various companies.

Bruce 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.