



FIRST MOVERS

THE ASPEN INSTITUTE

2015 INNOVATION PROJECTS

IDEO

DAVID AYCAN, Senior Portfolio Director, IDEO

Designing and scaling IDEO Creative Difference, a tool to assess and improve an organization's creative competitiveness - its ability to both innovate and adapt to market shifts.

TOYOTA

DOUG COLEMAN, National Manager, Vehicle Marketing & Communications, Toyota

Creating a safe haven community for like-minded supporters of fuel cell technology that embraces, reinforces and amplifies their desire to advocate to the public.

 **Microsoft**

TAMARA "TJ" DICAPRIO, Senior Director, Environmental Sustainability, Microsoft

Developing a cross-corporate model to drive environmentally responsible operations in support of Microsoft's mission to empower every person and every organization on the planet to achieve more



RENÉE DUPREE, Senior Competition Compliance Counsel, Google

Developing an internal program to encourage large law firms that represent Google to increase the diversity of their legal staff and increase Google's use of women/minority-owned law firms.

Baxter

JIMENA GARCIA, Business Model Innovation Lead for Latin America, Baxter

Designing a new way of selling our anesthesia portfolio to elevate the discussion around value services instead of just product based selling.



MEGAN HERTZLER, Director, Enterprise Information Governance, Pacific Gas & Electric Co.

Designing and implementing an enterprise-wide information governance program for managing records and information to promote safe and effective business operations, support ongoing compliance and strengthen community relations.

verizon✓

CARRIE HUGHES, Director, CSR - Strategy and Finance, Verizon

Deploying a methodology in strategic markets to execute and message corporate responsibility initiatives and monitor critical business KPIs to determine if there is a correlation.

Morgan Stanley

THOMAS KAMEI, Investor, Growth Team, Morgan Stanley Investment Management

Creating an investment analysis framework quantifying correlation between a company's long-term mentality and value creation – then construct metrics that accommodate traditional and socially-focused investment communities.



JON MANGUM, Sales Manager, Dow Water & Process Solutions (Sub-Saharan Africa) and Mining (Middle East & Africa), Dow Chemical Company

Increasing access to clean water in developing economies through business model innovations that leverage the capabilities of Dow and its partners.



JENNY MCCOLLOCH, Director, Global Sustainability, McDonald's

Driving adoption of restaurant sustainability solutions and inspiring passion among employees and franchisees with a new strategic planning platform to deliver joint business and environmental value for McDonald's restaurants.



KADY O'GRADY, Chief Talent Officer, Innosight

Understanding and developing a program for Innosight that helps manage the individualized challenge of balancing and integrating work and life, while also improving productivity and the firm's ROI.



CAT OYLER, Vice President, Strategy & External Innovation, Johnson & Johnson

Creating a strategic plan to accelerate advancement, increase retention and attract top talent for women in R&D towards a goal of equal representation, as aligned with the Women in STEM2D initiative.



ROMY FISCHER PARZICK, Director, Implementation & Client Experience, NetSpend

Creating new programs that drive loyalty by supporting our customers in achieving self-employment and higher employment goals, with the aim of increasing their family income.



AGATA RAMALLO GARCIA, General Manager, Global Sustainability Center of Excellence, Nike

Developing a performance management framework to drive the definition and adoption of sustainability targets and enable the integration of sustainability as a core competency across the business.



GYANDA SACHDEVA, Director, Product Management, LinkedIn

Building and scaling a platform that leverages LinkedIn's network to connect freelancers with economic opportunities.



STEVEN SORREL, Director, Oral Care Innovation - North America Consumer Innovation Center, Colgate-Palmolive

Developing compostable, soil-enriching packaging to help our communities reduce waste, progress Colgate-Palmolive's sustainability efforts and meet the next aspiration of corporations to be regenerative and benefit the ecosystem.



TYLER SPALDING, Lead Manager, Social Innovation, PayPal

Contributing to the development of financial products and services that enable the underserved to fully participate in the financial system, by integrating PayPal's social impact goals into the company's product development and go-to-market efforts.



JACKIE VANDERBRUG, Senior Vice President & Investment Strategist, U.S. Trust

Embedding the principles and practices of impact investing within the traditional framework of investment management.



LIZ VYAS, CMC Team Leader, Biogen

Developing a framework that promotes increased gender inclusion at Biogen and within the communities Biogen serves.



ANNA WALKER, Senior Director, Global Policy and Advocacy, Levi Strauss & Co.

Creating a race to the top in sustainable apparel production and industrial development by identifying partners and solutions for environmental infrastructure challenges faced by governments and businesses.