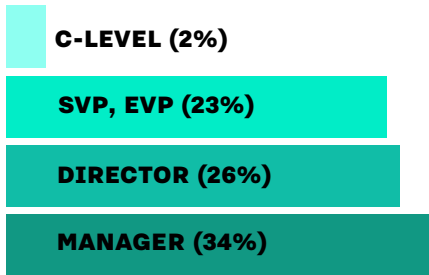




ABOUT OUR AUDIENCE

In a recent sampling, **92% of our audience members have purchasing power at their companies.** Here's how Innovation Leader's audience breaks down by seniority, industry, topics of interest, and geography.

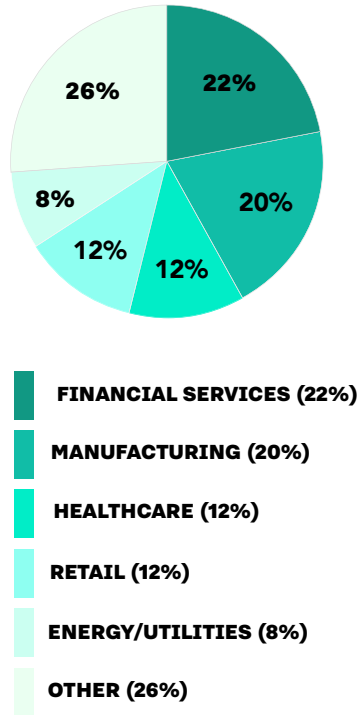
SENIORITY



Members' titles include:

- Chief Innovation Officer
- VP of Strategy and Business Development
- Head of Innovation Labs
- SVP, Global R&D
- Director, Product/Solutions Marketing
- Head of Portfolio Strategy
- Senior Innovation Architect
- Manager, Training and Development
- Design Strategist
- Senior Manager, Customer Experience
- VP Strategy and Innovation
- Global Product Manager

INDUSTRIES

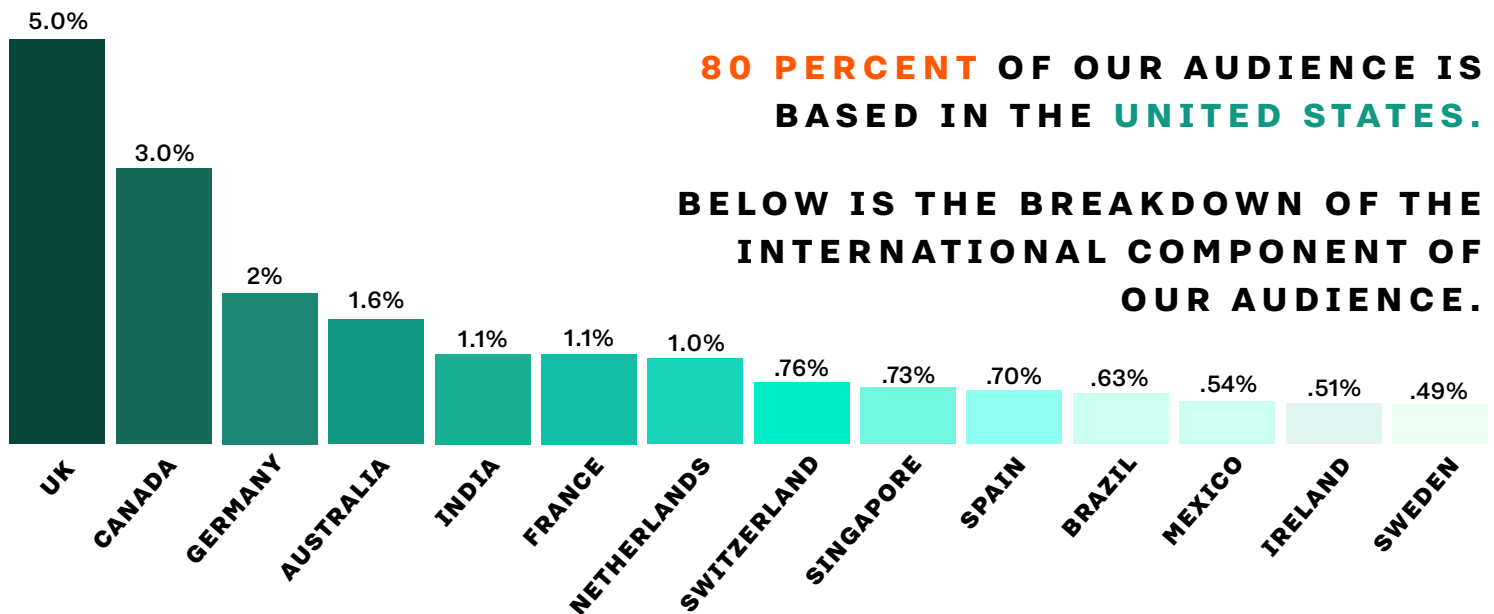


TOPICS

Our members were asked what topics they are interested in. Here's what they prioritize:

1. HOW TO SPUR CULTURAL CHANGE
2. SPOTTING EMERGING TECHNOLOGIES
3. BUILDING NETWORKS OF INNOVATORS
4. METRICS, REPORTING, DASHBOARDS
5. CO-CREATION WITH CUSTOMERS
6. ROLLING OUT PROJECTS
7. GOVERNANCE
8. INTERACTING WITH STARTUPS
9. CO-CREATION WITH SUPPLIERS
10. CHANGING R&D

Other topics of interest include innovation training, lean startup, and hiring.



80 PERCENT OF OUR AUDIENCE IS BASED IN THE UNITED STATES.

BELOW IS THE BREAKDOWN OF THE INTERNATIONAL COMPONENT OF OUR AUDIENCE.

CONTACT ANDY@INNOVATIONLEADER.COM FOR MORE INFO.