

Dr Bettina von Stamm

Conveyor, Sustainable Innovation Lab

Profile

Bettina has been an independent player in the field of innovation since 1992. The focus of her work has been to understand and enable innovation, with particular emphasis on large organisations.

Through her company, the Innovation Leadership Forum she combines a number of different activities such as running a networking group for large organisation with an interest in learning and exchanging knowledge about innovation, workshops, seminars and master classes, teaching and writing as well as research.



In her attempt to understand what enables or hinders innovation her interest has moved from looking at processes, such as stage gate and idea management, to a deep interest in human nature and neuro-science.

She enjoys collaboration and associations with a large number of organisations, in industry as well as in academia.

Qualifications

- Diplom Ingenieur der Archrchitektur (Kiel, Germany)
- MBA (London Business School);
- PhD (London Business School).

Contact details

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Research

Research interests

- Leading innovation practices
- Leadership for innovation
- The role of design and design thinking in innovation
- Diversity & collaboration
- The effects of national culture on the understanding of creativity and innovation
- Characteristics and development of innovators
- Practices for sustainability-driven innovation

Bettina's desire to understand invariable drives her towards research. Her primarily qualitative research focuses on the understanding of conditions in which innovation thrives in the widest sense, with an increasing focus on the role of leadership, facilitation of collaboration across diversity, and how an understanding of human nature an neural science impacts understanding and management of innovation. Her emphasis is on relevance to and applicability in industry.

Books

- von Stamm, Bettina & Anna Trifilova (2011) The Future of Innovation. A commented compendium of over 200 short contributions on views, hopes, fears and aspirations for the future of innovation, Gower Publishing, 2nd ed
- von Stamm, Bettina (2008) Managing Innovation Design & Creativity. A textbook with cases and insights for innovation, John Wiley & Sons, 2nd ed
- von Stamm, Bettina (2002) Innovation Wave, meeting the corporate challenge. John Wiley & Sons

Chapters

- Bessant, John & Bettina von Stamm (2013) "Opening organisations for innovation" In: A. Sigismund Huff, K M Möslein, R Reichwald (eds): Leading Open Innovation MIT Press
- von Stamm, Bettina (2009) "Leading innovation – what does it mean?" In: A. Jolly (ed): The Innovation Handbook Kogan Page
- Bessant, John and Bettina von Stamm (2008) 'Search strategies for discontinuous innovation' In: J Bessant and T Venables (eds): Creating wealth from knowledge: meeting the innovation challenge. Edward Elgar: Cheltenham
- von Stamm, Bettina (2007) 'Der ganzheitliche Innovationsprozess' In: B Priddat und P Seele (Hrsg.) Das Neue - Ökonomische Theorie und Praxis; Erscheint im Gabler Wirtschaftsverlag Wiesbaden.

Reports / Papers

- Bessant, John, Bettina von Stamm & Kathrin Möslein (2011) Selection strategies for discontinuous innovation International Journal of Technology Management, Vol. 55, Nos. 1/2, 2011
- Bessant, John, Bettina von Stamm, Kathrin M. Moeslein & Anne-Katrin Neyer (2010) "Backing outsiders: selection strategies for discontinuous innovation"; R&D Management 40, 4, 2010.
- von Stamm, Bettina (2010) 4th Report on "Innovation Best Practice & Future Challenges"
- John Bessant, Kathrin Moeslein, Anne-Katrin Neyer, Frank Piller von Stamm, Bettina (2009) Selection Strategies for Discontinuous Innovation a publication of the Advanced Institute of Management (AIM) London
- Bessant, John Kathrin Möslein and Bettina von Stamm (2009) In Search of Innovation; Wallstreet Journal, June 22, 2009
- Bettina von Stamm, (2009) "Leadership for innovation: what you can do to create a culture conducive to innovation", Strategic Direction, Vol. 25 Iss: 6, pp.13 - 15
- Interview with Dr Bettina von Stamm (2009) Rotman Magazin, Spring 09
- von Stamm, Bettina, Understanding innovation, mind and heart (2008) commissioned by the UK's Creative & Cultural Skills Council <http://www.ccskills.org.uk>
- Bessant, John and Bettina von Stamm (2007), "Twelve search strategies that could save your organisation" a publication of the Advanced Institute of Management (AIM) London
- Bessant, John and Bettina von Stamm (2007), "Preparing for discontinuous innovation" A self-assessment booklet, published by the Advanced Institute of Management (AIM) London
- von Stamm, Bettina (2007) 'Innovation – the essential ingredient', Innovation in Action, In-house Magazine of Saint Gobain, Issue 1, pp6-7
- von Stamm, Bettina (2007) ¿Por qué la innovación necesita el diseño?, innobai: No 07
- von Stamm, Bettina (2007) Diseño, ¿ vicio o virtud?, El Pais Semanal, Numero 1.561 Domingo 27 de agosto de 2006,, pp80-81

- von Stamm, Bettina (2006) 'Getting cats & dogs to play together" think-piece for NESTA, http://www.nesta.org.uk/informing/articles/making_cats_and_dogs_play_together.aspx
- von Stamm, Bettina (2006) 'Tips for the Top', NewDesign; Issue 39
- von Stamm, Bettina (2006) 3rd Report on "Innovation Best Practice & Future Challenges"
- 'Organizational Innovation' (2005) interview by GK VanPatter, <http://www.nextd.org/02/06/03/index.html>
- von Stamm, Bettina (2004) 'How innovators innovate – a study tour report' Research & Advisory Services' Journal; CSC; No 13; November
- von Stamm, Bettina & David Moschella (2004) 'The CIO's role in accelerating business innovation' Position paper; CSC;
- von Stamm, Bettina (2004) 'Collaboration – Innovation's secret weapon?' Strategy & Leadership; Vol 32; No 3; May/June
- von Stamm, Bettina (2004) 'Innovation – What's design got to do with it?' Keynote article in 'Design Management Review', Winter 2004
- von Stamm, Bettina & Debra Riley (2003) 'Innovation in turbulent times'; International Journal of New Product Development and Innovation Management, March-April 2003, 23-36
- von Stamm, Bettina (2003) 'Are you setting free your radicals?', Report prepared for the Innovation Exchange, London Business School
- von Stamm, Bettina (2003) "Innovation Best Practice & Future Challenges" 2nd Report prepared for the Innovation Exchange, London Business School
- von Stamm, Bettina (2001) "Innovation Best Practice & Future Challenges" A report prepared for the Innovation Exchange, London Business School
- von Stamm, Bettina (2000) "The Effects of Context and Complexity in New Product Development" Proceedings of the International Conference on Complex Systems and Complexity, Warwick, UK, 19-20 September 2000
- von Stamm, Bettina (2000) "Life in 2020: A summary Report of Scenarios and Perceptions of the Future"; A report prepared for the Innovation Exchange, London Business School
- von Stamm, Bettina (1998) " Whose design is it?". The Design Journal, 1(1), 41-53.
- von Stamm, Bettina (1997) "Cultural differences - myth or reality, the Eurostar experience"; in 'The Channel Tunnel Experience, Lessons for the Future', Conference Publication Number
- von Stamm, Bettina (1997 "Understanding contextual complexity in new product development"; in proceedings of the 4th International Product Development Management Conference, Stockholm, Sweden, 26-27 May 1997
- Boisot, Max; von Stamm, Bettina (1996) "Towards a contingency of the design process: the case of Eurostar"; in 'Fostering Strategic Design Cultures', proceedings to the 8th International Forum on Design Management Research & Education, Barcelona, Spain, 20-22 November 1996

Teaching

Bettina teaches on innovation related topics at leading universities around the world. As well as being Visiting Professor at Middlesex University (UK), she currently has engagements at the Technical University Munich, Germany, DEUSTO Business School Bilbao (Spain), and Centro de Estudios Superiores de Diseño de Monterrey (Mexico). She is also a Fellow at the Center for Leading Innovation & Cooperation (CLIC) at the Handeslhochschule (HHL) in

Leipzig (Germany). As in all else she does her approach to teaching is: I hear I forget, I see I remember, I do I understand.

Conferences and invited presentations

2012

- **Convergence - innovating through collaborating across communities** @ Irish Times Innovation Roadshow, Limerick, Ireland, 9th November 2012
- Moderator at the **D.confestival**, D-School, Potsdam, Germany, 20-22 September 2012
- **Innovation - beware of the dark side** @ Product Design & Innovation, Excel, London, 29-30 May 2012
- Chair of the **European Open Innovation Summit**, Brussels, Belgium, 23-24 May 2012 Conference
- Chair of the **7th Innovation lab Conference**, Nuernberg, Germany, 21 March 2012

2011

- **Cooperation and knowledge exchange in transnational networks – Mission Impossible?** @ Sustainable Bioenergy Use in Central Europe, the Final Conference of the project COACH BioEnergy, Berlin, Germany, 1st December 2011,
- **The future of innovation - Beware of the dark side**, Central St Martin, London, UK, 5th October 2011
- **Innovating through new ways of working**, @ the NewWoW Symposium, Utrecht, The Netherlands, 25-28 September 2011
- **Innovation - thoughts and insights from a personal journey**, @ the Consumer Insight Forum, London, UK 14th September 2011
- **The future of innovation - Beware of the dark side**, Keynote @ ICED Congress 11, Copenhagen, Denmark, 16th August 2011
- **Innovation - an online tool to understand innovation capability**, @ EBN and RETIS Congress 2011, Toulon, France, 17th June 2011
- **Innovation - Einblick in die Implementierung**, invited presentation @ the MOEZ, Fraunhofer Institute, Leipzig, Germany, 25th May 2011
- **Where do good ideas come from?** Pecha Kucha Session, @ Product Design Innovation Conference, 18th & 19th May 2011

2010

- Session Chair at the session **The Role of Innovation: Redesigning business value through leadership and innovation** @ the Green Strategy 2010 conference, London, UK, 10th November 2010
- **Growth & Innovation?** Panelist @ FT Innovate CEO Breakfast, FT Conference, London, UK, 10th November 2010,
- **Ohne Komplexität geht es EINFACH nicht;** @ WMF Design Symposium, Geislingen, Germany, 10th September 2010
- **Academia and industry's collaboration in the field of innovation – necessary but impossible?** Invited contribution to the Monash University's *Prato Dialogue*, 6-8 September 2010
- **Innovation Futures in Europe: A foresight exercise on emerging patterns of innovation;** Presentation & Workshop at the R&D Management Conference 2010, Manchester, UK, 29th June - 2nd July 2010
- **Innovation, how can it help to revitalise European markets for Consumer Products companies?**, Invited Dinner Speaker @ the SAP CIO Dinner, Manchester UK, 1st July 2010
- Panelist at the SAP Sapphire Conference on the topic of **"The role of innovation in the future of consumer products in Europe,"** Frankfurt, Germany, 17th - 19th May 2010
- **The Future of Innovation**, Keynote, with Anna Trifilova @ the 10th ANPEI Conference, Curitiba, Brazil, 26th - 28th April 2010
- **Building Business Success without Innovation?**, Keynote @ the conference "Innovation for Business Success, Fife Partnership, Dumferline Scotland, 24th March 2010
- **What is your purple cow? Innovation Best Practice & Future Challenges – Insights**, Presentation to the Innovation Team of Philips, Cambridge, UK, 15th March 2010
- **Creating the innovative enterprise**, Key note @ CIMA Conference of the same title, Dublin, Ireland, 2nd March 2010
- **Innovation - insights and realisations from a personal Journey**, Presentation @ kick of meeting of the Innovation Team at Alexander Mann Solutions, London, UK, 2nd February 2010
- **Innovation - insights and realisations from a personal Journey**, Presentation to a Faculty and Industry Forum , DePaul University, Chicago, US, 12th January 2010

2009

- **Logistics Getting to the next big thing**, Keynote & Workshop for HUT, Helsinki, Finland, 5th November 2009
- **Logistics: opportunities for supply chain innovation**, Presentation @ the Eurostruit Congress, Southern

Hemisphere, Cape Town, South Africa 2009

- **Komplex oder kompliziert? Neue Realität in Unternehmen**, Keynote @ SABBATICAL Finding essentials, IAD & Zollverein School Alumni Association, Darmstadt 3-5 July 2009
- **Implementing discontinuous innovation**; Co-organiser and moderator, 3rd DILab conference, London, UK, 30th June & 1st July
- **Totem Building A workshop to explore a tool for collaborating across communities**, workshop @ The Future of Innovation, 20th ISPIM conference, Vienna, Austria, 21-14 June 09
- **Innovation's Nirvana - Collaborating across communities**, presentation @ The Future of Innovation, 20th ISPIM conference, Vienna, Austria, 21-14 June 09
- **What to do when the 'corporate blinkers' come down**; 1-day seminar as Part of Pure Insight 'Research into Practice' series, 20th May 2009, London
- **Innovation – continuing the journey**, Track Chair @ Renaissance & Renewal in Management Studies, 9th annual EURAM conference, Liverpool, UK, 11-14 May
- **Up close & personal** and **Innovation's Glass Ceiling**, contributions to the Symposium "Sustainability as a driver towards synergetic prosperity", 11th March 2009 Philips
- **Insights into Innovation**, Presentation & workshop @ conference organised by the Tourism Innovation Group (TiG), Edinburgh, UK, 3 February 09
- **Discontinuous Innovation in European Companies: Thoughts and Challenges** @ Finding the Future, BIZLab conference, Dublin, Ireland, 29 January 09

2008

- **Breakthrough innovation: making it happen**; presentation @t McKinsey's Technology & Innovation Forum, Dubai, 3-5 December
- **Innovation beyond technology**, presentation @ Innovación: Todas las ideas, todas las personas" ("Innovation. Every Idea, Everyone"), international conference by the Ibero-American Federation of Women Entrepreneurs (FIDE), Bilbao, Spain, 12-14 November 08
- **How To Use Creativity for Disruptive Innovation**; Keynote @t Pure Insight's Innovation Leaders Summit, Windsor, UK, 3-4 November 08
- **Innovation & Design, The ideal bed fellows?** Presentation @t DesignThinkers 08, the annual Conference of the Registered Graphic Designers Ontario, Toronto, Canada, 27-29 October 08; see also <http://gallery.me.com/rgdont#100509>
- **Open Innovation**, keynote @t one day conference on Open Innovation by the Food & Drink Innovation Network, Birmingham, UK, 16th July 08
- **Collaboration for innovation**; Keynote @ ISPIM conference, Tours, France, 15-18 June
- **Customer focused new product development**; Keynote @ Technology erleben organised by Applied Spatial Management (ASM) Bozen, Italy at the Design Council, London, UK; 12 & 13 June 08
- **Why creativity is not enough to succeed with innovation**; @ CIMA (Chartered Institute of Management Accounting) World Conference Igniting Passion. Blazing Trails; Colombo, Sri Lanka; 28-31 May 08
- **Selection strategies for discontinuous innovation**; @ EURAM (European Academy of Management) conference, (also track chair); Ljubljana, Slovakia; 14-17 May 08
- **Totem building for diversity**; @ Diversity Lab 3, organised by The Danish Institute for Human Rights; London, UK, 23 May 08
- **Radical innovation**, presentation & workshop at a 2-day seminar organised by KVCA and RIC, Sønderborg, Denmark, 6 & 7 May 08