

## Resume: Tom Kelley

### Authored Books:

*The Ten Faces of Innovation*, 2005.  
(Sequel to *The Art of Innovation*.)

*The Big Moo*, 2005.  
(Sequel to *Purple Cow*, co-authored with Seth Godin and the Group of 33.)

*The Art of Innovation*, 2001.  
(Business bestseller, translated into 10 languages.)

### Authored Magazine and Journal Articles:

The Innovator's Toolbox, *Nikkei Business*, (Tokyo) December, 2004.

The Sputtering R&D Machine [case feedback], *Harvard Business Review*, August 2002.

Designing for Business, Consulting for Innovation, *Design Management Journal*, Summer, '99.

Creativity Doesn't Require Isolation [co-authored], *California Management Review*, Fall, '97.

### Business Experience

General Manager, IDEO 1997-  
present  
*Managed human resources, legal, leadership communications, etc.*

Professional Speaker, Leigh Bureau 2001-  
present  
*Spoke to over 10,000 business people on 5 continents*

Author, Doubleday 1999-  
present  
*Wrote two successful business books on innovation, widely translated*

Director of Marketing, IDEO 1987-97  
*Led business development, marketing, PR; met with 1,500 clients*

Management Consultant, Towers Perrin 1983-88  
*Helped airline executives in Australia, Asia, and the U.S.*

Account Representative, General Electric  
1979-81  
*Top salesperson in Western U.S. for 1980*

### Academic Background

MBA, UC Berkeley 1981-83

*Delbert Duncan Scholar (top marketing student), class of '83*

B.A., Government, Oberlin College

1973-77

*National Merit Scholar*

Barberton High School

1970-73

*Vice President, class of '73*