

# Dan Adams



THE B2B INNOVATION EXPERT



## Speaker, Author, Inventor

Dan Adams is the founder and president of The AIM Institute (Advanced Innovation & Marketing for B2B) and author of *New Product Blueprinting: The Handbook for B2B Organic Growth*.



### Dan is Changing the Way B2B Firms Innovate.

For decades, B2B innovators have been settling with B2C methods with subpar results. Frustrated by this, Dan pioneered a new science of B2B customer insight and created the world's first B2B optimized innovation methodology. This new way of thinking produces game-changing results and breakaway growth.

A dynamic speaker, Dan has lectured at Wharton's Executive MBA program and other universities in the US and Europe. Endorsed by both large and small companies, he trains clientele worldwide in both the front-end of innovation and B2B product launch. Some of the world's largest B2B companies have adopted New Product Blueprinting for their product development process.

### Dan Has Deep Experience with B2B Innovation.

Dan started his career as a chemical engineer and loved innovation, especially in teams. He holds numerous patents, innovation awards and has a listing in the National Inventors Hall of Fame.

Dan's 29 years of Fortune 500 experience in marketing, product development, strategic planning, business development and leadership gives him the "inside" experience, insight and empathy for those trying to drive B2B corporate innovation and growth.

Dan regularly presents on five continents, sometimes logging over 250,000 miles per year, and his average workshop speaker evaluation score over the past 10 years is 9.2 out of 10 (n>5000). [The AIM Institute's event page](#) is a great place to learn where he'll be traveling next.

## Sample of Clients

### COMPANIES

- DuPont
- General Electric
- Dow Chemical
- Sherwin-Williams
- Saint-Gobain
- Illinois Tool Works
- Air Products
- Bayer

### ORGANIZATIONS

- Chief Executive Network
- Adhesives & Sealants Council
- Institute for the Study of Business Markets
- Manufacturers Alliance for Productivity & Innovation
- Product Development Management Association

Over 70% of The AIM Institute's work is with Fortune 500 Companies

## Thought Leadership

**BLOG:** Each week, Dan challenges existing conventions in B2B innovation through his blog, [Awkward Realities](#).

**NEWSLETTER:** Dan brings fresh thinking on B2B growth through his monthly newsletter, [B2B Organic Growth](#).

[www.theaiminstitute.com](http://www.theaiminstitute.com)

View Dan's LinkedIn Profile

The AIM Institute on Facebook

The AIM Institute on Twitter

Contact The AIM Institute today to discuss how Dan can help propel new innovation breakthroughs in your organization.

Contact Marilyn Thomas, Director of Marketing Communications, for booking:  
marilyn.thomas@theaiminstitute.com | 440.668.4236



# Keynote Presentations

Dan Adam's energy, enthusiasm and deep knowledge of B2B innovation creates an engaging, entertaining and very meaningful experience that motivates companies to explore, learn and grow. Dan leaves his audiences excited about new ideas and methods, and his natural humor keeps people smiling as they learn.

Contact The AIM Institute today to schedule Dan Adams for your next company summit or executive retreat.

PRESENTATION:

## Catch the Innovation Wave

Do you want consistent, profitable, sustainable, organic growth for your company? In this presentation, Dan teaches you how to overcome the risk involved in B2B innovation, and how to ensure the future of your company's R&D success to drive the growth you desire. [Download a copy of the \*Catch the Innovation Wave\* white paper.](#)

"There is no denying the passion Dan Adams has. But even more impressive is his dedication to helping companies succeed. This is the way to ensure that you are creating products that your customers won't be able to resist."

*Jill Greathouse, Business Development Manager, SprayCore*



PRESENTATION:

## New Product Blueprinting

The key to growth-propelling innovation is customer insight. Most B2B companies have *no idea* how much untapped potential they have. Leading B2B firms are upending markets with the science called *New Product Blueprinting*. Do you want to join the successful ones? Dan will take your company on an entertaining journey through the science of B2B Customer Insights that was invented by The AIM Institute.

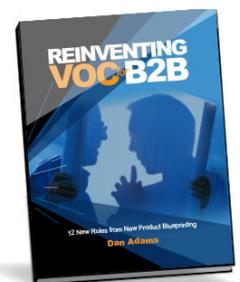
"New Product Blueprinting brings clarity to the "fuzzy front end" of product development. It is a critical tool for B2B companies that want to develop high-value products that address unmet market needs. Additionally, it engages potential customers as part of the process and is very user-friendly. Mr. Adams outlines a clear and comprehensive roadmap that will enable adopting companies to get ahead of competition and achieve business sustainability."

*Nes Rotstein, Global Marketing Director, The Dow Chemical Company*

PRESENTATION:

## 7 Rules for Understanding B2B Customer Needs

Do you know what your customers really need? Suppliers that directly engage customers while innovating enjoy 3x the profit growth of those that don't. Dan will lead you through the new B2B voice of customer (VOC) rules so you can catch the innovation wave...before your competitors do. Want to dive deeper and learn more about VOC for B2B? [Download Dan's free e-Book: \*Reinventing VOC for B2B: 12 New Rules from New Product Blueprinting\*.](#)



Blog

**Want to learn more about Dan?** Dan's challenging and changing the way companies view B2B innovation every Friday through his blog, Awkward Realities at: [www.awkwardrealities.com](http://www.awkwardrealities.com)

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