

# SYSTEMATIC INNOVATION OF PRODUCTS, PROCESSES, AND SERVICES



## WHEN

Apr 7–11, 2025  
Nov 10–14, 2025

## PRICE

\$10,500

## WHERE

Cambridge, MA

## EXECUTIVE CERTIFICATE TRACK

Technology, Operations, and  
Value Chain Management

This five-day program explores the process of systematic innovation in product development, business processes, and service design—with a special focus on the end-to-end design and development process. Systematic Innovation introduces a structured approach to design and customer analysis processes that draws on important trends essential to successful innovation today: the digitization of all business processes, the blending of product and service into integrated solutions, considerations around environmental sustainability, and the use of globally distributed teams. As a participant, you will learn how to lead these innovation processes in a fluid world where the best-made assumptions can, and often do, change midstream. You will also have an opportunity to discuss and apply these frameworks to your own experiences. The course will help executives become systematic about innovation and create value for their organizations and customers in globally connected markets.

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**MIT**  
**MANAGEMENT**  
EXECUTIVE EDUCATION

## FACULTY\*



Pierre  
Azoulay



Steven  
Eppinger



Geoff  
Parker



Catherine  
Tucker

\*Please note, faculty may be subject to change.

## TAKEAWAYS

The program concepts and frameworks will enable you to understand:

- Why the process of innovation can be systematic—structured, reliable, and repeatable
- When it makes sense for entrepreneurial firms to compete directly with established firms
- How to evaluate market opportunities and identify customer needs in a systematic way
- How to structure an effective concept development process
- How products and processes can be designed for environmental sustainability
- How design of services differs from new product development

## WHO SHOULD ATTEND

- Vice presidents of product and service management or product planning
- Managers of business development, engineering, and innovation
- Directors of technology and process engineering
- Directors of process quality, product and service marketing, or product engineering
- Directors of product and service development, industrial design, or design
- Managers of development or development engineering
- Those who create new products, business processes, and services



The experience was outstanding with a lot of case studies, simulations and team work. The faculty has a deep experience in real life problems and is focusing on important trade-offs that are crucial for successful product development process. The applicability of the gained knowledge in the manufacturing company is outstanding

OVERALL RATING | ★ ★ ★ ★ ★

– Mariusz A

## CONTACT INFORMATION

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