

REVITALIZING EXISTING PRODUCTS WITH AI-DRIVEN INNOVATION



WHEN

May 15 – 16, 2025

Nov 20 – 21, 2025

PRICE

\$4,700

WHERE

Cambridge, MA

EXECUTIVE CERTIFICATE TRACK

Strategy and Innovation

In mature, competitive markets, sustaining growth often depends on your ability to keep your existing products relevant, compelling, and useful to your customers. This program equips you with cutting-edge AI tools and proven strategies to turn mature products into market leaders, increasing customer value and driving revenue growth.

AI-driven innovation tools, when used within a well-defined process and framework, can dramatically improve every step in the process. This course will show you how to disrupt your innovation process, not your products. Through lectures, case studies, simulations, and AI-driven exercises, you will acquire the techniques for mastering this approach to innovation. You will gain hands-on experience with AI tools that can help you identify customers, develop prototypes, and test ideas better, faster, and more economically than ever before. You will leave this course with the experience and the code to customize and deploy a GPT-powered tool within your own organization.

This course was previously named Innovating in Existing Markets.

Please visit our website for the most current information.

executive.mit.edu/iem

MIT
MANAGEMENT
EXECUTIVE EDUCATION

FACULTY*



David Robertson



Wanda Orlikowski

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

TAKEAWAYS

This interactive program will give participants:

- AI-accelerated framework for innovation:
- Hands-on experience with custom AI tools
- Enhanced prototyping and market testing
- Customer-centric innovation techniques
- Strategies to ensure long-term success
- Long-term integration of AI in innovation processes

WHO SHOULD ATTEND

This program has been developed for executives seeking to improve their creative problem-solving skills and deliver value-creating innovation in their organizations.

This program is applicable to:

- CEOs, Presidents
- COOs
- Executive VPs
- VPs of marketing and business development
- Heads of R&D, engineering, manufacturing, and IT
- Chief technologists
- Corporate planners and strategists
- Other senior managers with leadership responsibility



"This 2-day innovation bootcamp provides real tangible methods, examples, and frameworks to help anyone innovate in a mature market. The quality of the content, guest speakers, and professors are second to none."

- Chris S.

OVERALL RATING | ★ ★ ★ ★ ★

CONTACT INFORMATION

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