

IDEO

FACT SHEET

IDEO* has roots dating back to 1978. Today, IDEO is an award-winning global design and innovation company. We create positive impact through design by taking a human-centered approach to helping organizations in the public and private sectors innovate, grow, and bring to market new ideas.

+ We partner with leaders and change agents to identify new market opportunities, add value, and solve meaningful problems.

+ We design and launch innovative products, services, ventures, and brands by combining business acumen with human-centered market insights.

+ We help organizations to build the capabilities required to sustain innovation.

*Pronounced "EYE-dee-oh"

HIGHLIGHTS & ACCOLADES

Ranked as one of the most innovative companies in the world by business leaders in a global survey by Boston Consulting Group

Ranked #10 on Fast Company's list of the Top 25 Most Innovative Companies

Winner of 38 Red Dot awards, 28 iF Hannover awards, and more IDEA awards than any other design firm

Ranked #16 on Fortune's list of 100 most-favored employers by MBA students

Awarded the Smithsonian Cooper-Hewitt, National Design Museum's National Design Award for Product Design

PEOPLE

600+ individuals in the following disciplines:

Behavioral Science
Branding
Business Design
Communication Design
Design Research
Digital Design
Education
Electrical Engineering
Environments Design
Food Science
Healthcare Services
Industrial Design
Interaction Design
Mechanical Engineering
Organizational Design
Software Engineering

EXPERTISE

Brand
Business Design
Digital Experiences
Education
Energy
Engineering
Financial Services
Food & Beverage
Health & Wellness
Industrial Design
Medical Products
Mobility
Open Innovation
Organizational Design
Public Sector
Social Innovation
Systems Design

CONTACTS

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LOCATIONS

Boston
Chicago
London
Munich
New York City
Palo Alto
San Francisco
Shanghai
Singapore
Tokyo

CLIENTS

Including:

3M
Acer
Air New Zealand
AT&T
Citibank
Coca-Cola
ConAgra
Consumer Financial Protection Bureau
Converse
Douwe Egberts
Eli Lilly and Company
Findus
Ford Motor Company
FOTILE Kitchen Ware
GE
Genentech
Hanwha
HarperCollins Publishers
Huawei
HBO
Innova Schools
Intuit
JetBlue Airways
Kaiser Permanente
Levi's
Life Technologies
Lufthansa
Mahindra
Marriott
Mayo Clinic
Medtronic
Microsoft
Ministry of Manpower, Singapore
NTT DOCOMO
PNC Financial Services
Procter & Gamble
Ravensburger
Redbox
Samsung
Sealy
Sesame Workshop
Sony
Steelcase
Swiss Life
Target
The Bill & Melinda Gates Foundation
Toyota
US Dept. of Health and Human Services
US General Services Administration
VF Corporations
Virgin Australia
Visa
Walgreens