INNOVATION, NETWORKS & MEDIA

“Leading Innovation and Design: Movements, Startups, and War Stories”

John Feland
CEO and Founder, Argus Insights, Inc.

Thursday, November 10, 2011
1:30-3:00pm
Pfendler Hall, Dean’s Auditorium
715 W. State Street

John Feland is the award winning founder and CEO of Argus Insights. With background in both industrial and component-level design, carrier influences, and OEM collaboration, Feland brings his expert knowledge and perspective on product design to Argus Insights. In 2009-2010, Feland was the Executive Director for Stanford University’s ME310 Design Innovation course. In 2008, Feland served as Chief Technologist for SK Telecom America’s R&D Group. Prior to SKTA, Feland led Synaptics’ marketing division to help handset manufacturers integrate next-generation capabilities. Feland was the principal architect for the Onyx Concept Phone, the world’s first capacitive multi-touch mobile experience. Dr. Feland was also an officer in the United States Air Force and a design engineer at IDEO Product Development. Feland holds an S.B. in Mechanical Engineering from MIT, an M.S. in Mechanical Engineering from Stanford University, and a PhD in Mechanical Engineering from Stanford University.

ABSTRACT

What do Design Thinking, Storytelling and Innovation have to do with each other? Hear about the common threads that knit together chicken farming, IDEO product development, the iPhone and the current Design Thinking movement. Learn some of the methods that connect and drive the greatest innovators of our time. Laugh at the missteps along the way. Go home excited to start your own hero’s journey to change the world.

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