



Keynote Speaker



Dr. Simon Litvin
TRIZ Master

President GEN TRIZ LLC
Chairman TMCC – MATRIZ Official

- Dr. Simon Litvin is one of the world foremost experts on innovation methodologies including TRIZ, Value Engineering, and Six Sigma.
- He has more than 50 years of experience developing, teaching, and implementing innovative methods.
- He is one of the architects of advanced TRIZ methodology GEN TRIZ.
- Dr. Litvin is a direct student and colleague of TRIZ originator Genrikh Altshuller.
- Dr. Litvin is the main author of the modern Function Analysis, Trimming, Feature Transfer, Function-Oriented Search, and Main Parameters of Value Discovery.
- Dr. Litvin is the founder and President of GEN TRIZ, LLC, the biggest TRIZ-based company in the world. He led numerous international consulting projects for Fortune 500 companies such as Alcoa, British American Tobacco, Clorox, Colgate-Palmolive, General Electric, Intel, Kimberly-Clark, Mars, Novartis, Pepsi, Owens-Illinois, Procter & Gamble, Siemens, Tyco, Unilever, and others.
- Dr. Litvin has over 110 publications to his credit, including 8 books and more than 30 patents.
- Dr. Litvin is a Vice President of the International TRIZ Official Association (MATRIZ Official) and Chairman of MO TRIZ Master Certification Council. He is also a member of Altshuller Institute for TRIZ Studies, USA and European TRIZ Association (ETRIA).

Results of TRIZ Methodology Forum 2025 - TRIZ Approach to Services

The majority of world companies nowadays provide services rather than products or technologies. However, TRIZ tools were developed by G. Altshuller and his followers to improve products and processes. MO TRIZ Methodology Forum this year was dedicated to address the following topics:

- Differences between Services, Products, and Processes
- Existing approaches to service innovation and their drawbacks
- Typical challenges in Services
- Current TRIZ tools applicable to Services
- Potential new TRIZ tools designed for Service innovation

TOPIC
of
Presentation