



The combined strength of industry and academic leaders in ISSIP enables members to:

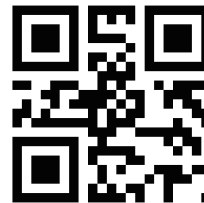
- Focus on the common need to define a service strategy utilizing the latest technologies (e.g. big data, analytics, mobility, cloud computing, Internet of Things and Machine-to-Machine) business and engineering methodologies, and social networks.
- Inspire and develop the next generation of professionals who will define and execute a successful service innovation strategy.



#### Contact us:

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## International Society of Service Innovation Professionals, ISSIP

(pronounced i-Zip), is a non-profit organization created by leading companies including Cisco, IBM, HP, and several universities. Responding to the emerging service innovation opportunities and challenges facing organizations, ISSIP individual and institutional members work to promote service innovations for business and society, and to recognize and expand opportunities for service innovators.

We define "Service" as the application of knowledge and resources for the benefit of others.

Service Innovators are often "T-shaped" professionals with depth and breadth of knowledge, and the ability to span boundaries and rapidly synthesize diverse perspectives to co-create value.

Service Innovations improve the quality-of-life of individuals, and the wealth of institutions and nations that are increasingly dominated by service revenues and economics.



### Executives & BOD

- Monique Morrow ISSIP President (Cisco)
- Ralph Badinelli, ISSIP Vice President & BOD (Virginia Tech)
- Yassi Moghaddam, ISSIP Executive Director
- Jim Spohrer, ISSIP Secretary/ Treasurer & BOD (IBM)
- Haluk Demirkan, ISSIP BOD (U of Washington)
- Kazuo Iwano, ISSIP BOD (JST)
- Sunil Kripalani, ISSIP BOD (Cisco)
- Jeff Welser, President 2015 (IBM)
- Charlie Bess, ISSIP BOD, President 2014 (Raytheon)
- Ammar Rayes, Founding President (2012-2013) (Cisco)

### Advisors

- Lou E Freund (SJSU)
- Bill Hefley (UPitt)
- Stephen K Kwan (SJSU)
- Paula McCarty (Ciena)
- Wendy Murphy (IBM)
- Carlos Pignataro (Cisco)
- Robin Williams (IEEE & ACM Fellow)

[www.issip.org](http://www.issip.org)

### Mission

Our mission is **to promote service innovations for our interconnected world.**

We help institutions and individuals to grow and be successful in our global service economy.

### Objectives

Our objectives are to promote the professional development, education, research, practice, and policy work of our member individuals and institutions striving to improve our world's diverse, interconnected, complex service systems.

Service innovation has become a focus of many existing research centers and professional associations who have added service science-related SIGs or conference (e.g., AMA, INFORMS, AIS, ACM, IEEE, IIE, INCOSE, AHFE, etc.). ISSIP connects these diverse research centers and professional associations supporting their conferences and publications, linking members from academia, industry, government, and the social sector.

**Join ISSIP today!**

<http://www.issip.org>

**Discovery Summits** – Focused Industry-academia two-day deep dive to explore opportunities and address challenges that reside at the intersection of new technologies and emerging services (Data science and customer experience, IoT privacy and security implications, etc.).

**SIGS** - Special Interest Groups (SIGS) are ISSIP members that explore together a service area (e.g. Big Data & Analytics, Cognitive Computing, IoT, Education & Research, Innovation Tools & Methods, Globalization, etc.)

**Ambassadors** - ISSIP Ambassadors are those who link ISSIP to other professional organizations or research centers with a service-focus.

**Chapters** – To promote service innovation locally.

Send an email to [info@issip.org](mailto:info@issip.org) to inquire about these and other ISSIP programs including **Innovation Roundtables** (Monthly informal local meet-ups), **ISSIP Open Innovation Coaching Program** (a collaboration between ISSIP industry and academic members to provide university students a unique learning experience by working on open innovation related projects that have real business and societal impact), and more....