

Dr Sudeendra Thirtha Koushik,  
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Founder and Chief Innovator at Innovation by Design  
Ex-Philips, Ex-Volvo, Ex-NXP, Ex-HCL, Co-Founder PRASU  
Senior Member IEEE, Fellow Institute of Engineers, India,  
President Elect IEEE TEMS, Chairman Ethics Awareness &  
Advancement Committee Asia Pacific (IEEE Region 10),  
Chairman Risk Management IEEE R10

In total I have worked more than 30 years in diverse areas and roles globally, including living in India, Singapore and The Netherlands. The various areas & roles include Innovation, Technology management, new Product and Services development, Project & Program management, Hardware, Software and Systems, Intellectual property, People & Organisation management and Customer management roles. I have more than 45 patents in various stages including 10 at Volvo India.

I have entrepreneurial experience with a successful own ventures where my clients include Siemens, Volvo, Daimler, ZF, Continental, Bosch and many more to help develop a culture of Innovation, build Innovation skills, and generate business relevant Innovations and intellectual property. I have been very actively engaged in the start-up ecosystem, by mentoring and supporting multiple start-ups, innovation centres, accelerators, and incubators in multiple domains including founders institute.

I work closely with academia, being a Professor of Practice, member of Academic Council, Board of studies and Industry interaction cell of numerous universities including Indian & international universities like NID Ahmedabad & Bangalore, San Jose State University, University of Arkansas, IIT-G etc. I have published course on Innovation at Udemy and a book titled 'A conversation with the Innovator in you'.

My PhD is titled "An integrated framework for Innovation talent management" focusing on Innovation & Intrapreneurship, specifically in scaling and managing business relevant Innovation. Also, it includes a unique innovation talent assessment and management method.

As a TEDx and an International speaker, I speak regularly at global forums, Corporates, Universities, and at Conferences, won several awards and recognitions.

I am a long-standing volunteer and served in various & leadership roles at IEEE, PMI and Women in Big Data.

I am also a cartoonist, sportsman, Television and Cinema actor.

As an Electronics and Communication engineering graduate, with experience and education from IIM-K in Strategy, MBA in Marketing and a PhD in Innovation, I have had dream jobs at

- Volvo Group India Pvt Ltd – Innovation Director & Head of CampX
- Consulting for top companies on Innovation
- TTK Prestige India - VP of Innovation and head of NPD
- HCL - Innovation Practice Director
- Philips Innovation Center in India
- NXP Semiconductors & Trident Microsystems

- Philips Innovation Center Eindhoven
- Philips, Europe – Advanced Systems & Applications Lab,
- Philips Singapore – Global Development Center
- BPL Limited – R&D

## Education - Details

§ PhD, Innovation and Innovation Talent Management, Visvesvaraya Technological University

§ MBA, Diploma and Advanced Diploma in Management, Management – Marketing, ICFAI

§ Post-Graduation in Strategy Management, Indian Institute of Management, Kozhikode (Second place overall)

§ Bachelor of Engineering, Electronics & Communication, PESCE University of Mysore (Distinction)

§ Business Management and Communication, Management Centre Europe, Brussels

## Honours & Awards

- Volvo Inventor Award 2022
- Innovation Leadership Award - World Innovation Congress 2020
- IEEE MGA Leadership Award 2019
- Innovation Council Award - Karnataka State Innovation Council
- HCL Engineering R&D Services Excellence Awards for Innovation & Patents
- India Design Mark 2016 - India Design Council
- Sir MV Award for Excellence 2016
- Fellow - Institute of Engineers India

## Links to videos

- TEDX <https://www.youtube.com/watch?v=gSedDHKEtKA>

- TiECon Kerala 2021 <https://youtu.be/5w52F0mRKOg>
- Future of Design of Innovation, Melbourne  
<https://www.youtube.com/watch?v=mRzYpg4VckM>
- People centric Innovation BiLT Conference  
<https://www.youtube.com/watch?v=0UmSp57E8q4>
- In Conversation with Stefan Ibaraki  
<https://www.youtube.com/watch?v=zgK0jFJvkmo&t=6s>
- <https://www.vonlanthenevents.com/en/5th-r-d-open-innovation-start-ups-venturing-summit>
- [https://christuniversitylavasa.blogspot.com/2020/02/data-science-students-attend-lecture-on\\_18.html?m=1](https://christuniversitylavasa.blogspot.com/2020/02/data-science-students-attend-lecture-on_18.html?m=1)
- <https://www.peoplesmattersglobal.com/amp-training-development-innovation-a-talent-management-challenge-15683>

## Work Experience

- Founder & Chief Innovator at Innovation by Design
- Innovation Director and Head of CampX, Volvo Group India (2021 Jan – to 2023 Jan)
- Chief Innovator & Co-Founder, PRASU (2016 – 2020)  
Innovation consulting, focusing on Automotive & Mobility
- Vice President Innovation and New Product development, Consumer products TTK Prestige (2014 – 2016)
- Practice Director, Innovation, HCL Technologies (2010 – 2014)
- Department Manager Software and Systems, Customer Program Manager, Philips / NXP Semiconductors Innovation Centre Bangalore (2005 – 2010)

- Program Manager Software, Systems, Product Architect FTV, Philips Innovation Centre Eindhoven, The Netherlands (1998 – 2005)
- Project Leader, Senior Engineer, Philips Global Development Centre, Singapore (1995 – 1998)
- Senior Engineer R&D, BPL Limited (1992 – 1995)

## Academia & Teaching experience

- Adjunct Faculty National Institute of Design – Ahmedabad –Bangalore / M.Des – Strategic Design Management
- Adjunct Faculty University of Arkansas, USA – Innovation & Entrepreneurship
- Adjunct faculty BMS College of Engineering – Innovation & Entrepreneurship
- Mentor – NCBS / C-Camp Start-up boot camp
- Mentor – 3-month Innovation program
- Adjunct faculty – PES College of Engineering
- Visiting faculty – VIT Vellore, Innovation & Entrepreneurship
- Guest faculty – SJSU CA USA, IIT-G, IIT-M

## Volunteer experience

- VP Conferences, IEEE Technology & Engineering Management Society§ Executive Council Member – Women in Big Data, India
- Academic Council Member – PESCE, VVCE
- Member board of Governors – IEEE TEMS
- Chairman IEEE Bangalore, TEMS India
- Editor-in-Charge LEADER IEEE TEMS magazine

- Director – Founders Institute, Bangalore 2016
- Co-Chair IEEE Asia Pacific Council on Innovation

## Publications

- Wiley published TEMSBOK, authored a chapter on Innovation & R&D 2023
- A book/textbook for undergraduate “A Conversation with the Innovator in you”
- Paper on innovation abilities, IEEE Explore
- A 3-plane model for learning and teaching, International conference on Technical Management
- A model for innovation skills development and management
- Innovation model for Smart products and services
- Innovator – A model to describe an Innovator
- Innovator skills – A comparative analysis, International Journal of Research and Scientific Innovation
- Innovator skills – a model to describe an innovator
- Aligning Industry–Academia Collaboration for Innovation Efficiency and Effectiveness
- Managing Innovators—Need for a Structured Approach
- How to Deliver an Innovation Program from Distance? Lessons From PRASU – IEEE Engineering Management Review