

## DISCOVERY SUMMITS

Focused Industry-academia 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. Innovation Tools & Methods, Cognitive Computing, Education & Research, Service Design, SDN, 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.

## PUBLICATION

To provide opportunities for thought leadership to our members across the globe through a partnership with Business Expert Press, [www.busessexpertpress.com](http://www.busessexpertpress.com).

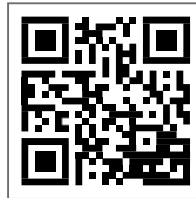
Send an email to [info@issip.org](mailto:info@issip.org) to inquire about these and other ISSIP programs.

The International  
Society of  
**Service  
Innovation**  
Professionals

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## MISSION

Our mission is to create a world in which technology serves to flourish people and life through service innovation.

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

## OBJECTIVES

Service innovation has become a focus of many enterprises, research centers, policy makers, and professionals.

ISSIP connects these diverse groups through workshops, sponsored conferences, webinars, and publications, linking members from industry, academia, government, professional associations, and the social sector to promote the practice, professional development, education, research, and policy work of our member individuals, enterprises, and institutions striving to improve our world's diverse, interconnected, complex service systems.

## 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.

**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.

## EXECUTIVES & BOD

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**Ulf Vinneras**

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**Yassi Moghaddam**

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