

# IDEO

## FACT SHEET

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IDEO (pronounced “EYE-dee-oh”) is a global design and innovation firm. For more than 30 years, IDEO has helped create positive impact through design by taking a human-centered approach to helping organizations in the public and private sectors innovate, grow, and bring to market new ideas.

We partner with leaders and change agents to identify new market opportunities, and to design and launch innovative products, services, ventures, and brands.

### DISCIPLINES

Brand  
Digital  
Environment  
Experiences  
Organization  
Products  
Services  
Venturing

### INDUSTRIES

Consumer Goods & Services  
Education  
Energy  
Financial Services  
Food & Beverage  
Government  
Health & Wellness  
Industrial Goods & Services  
Media  
Medical Products & Services  
Non-Profit  
Retail & Hospitality  
Toys & Games  
Transportation & Mobility

### LOCATIONS

Cambridge  
Chicago  
London  
Munich  
New York City  
Palo Alto  
San Francisco  
Shanghai  
Tokyo

### CONTACTS

#### New Business:

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### HIGHLIGHTS & ACCOLADES

Ranked as one of the most innovative companies in the world by business leaders in a global survey by Boston Consulting Group

Ranked #10 on Fast Company’s list of the Top 25 Most Innovative Companies

Ranked #12 on Fortune’s list of 100 most-favored employers by MBA students

Awarded the Smithsonian Cooper-Hewitt, National Design Museum’s National Design Award for Product Design

### CLIENTS INCLUDE:

3M  
Acer  
Air New Zealand  
AT&T  
Brooks England  
Citibank  
Coca-Cola  
ConAgra  
Consumer Financial Protection Bureau  
Converse  
Eli Lilly and Company  
Ford Motor Company  
FOTILE Kitchen Ware  
GE  
Genentech  
Google  
Government of Singapore  
HarperCollins Publishers  
HBO  
IKEA  
Innova Schools  
Intuit  
JetBlue Airways  
Kaiser Permanente  
Levi’s  
Life Technologies  
Los Angeles County  
Lufthansa  
Marriott  
MassMutual  
Mayo Clinic  
Medtronic  
Microsoft  
Planned Parenthood  
Procter & Gamble  
Ravensburger  
Redbox  
Royal Academy of Art  
Samsung  
Sealy  
Sesame Workshop  
Sony  
Steelcase  
Swiss Life  
Target  
The Bill & Melinda Gates Foundation  
The North Face  
Toyota  
US Dept. of Health and Human Services  
US General Services Administration  
VF Corporations  
Virgin Australia  
Visa  
Walgreens