

IDEO

FACT SHEET

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

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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