



Catalyzing innovation and collaboration in the organization with Social Media

Tad Milbourn

“**Innovation**” is a top strategic priority for organizations across the globe, but few are happy with their results. Innovative ideas frequently falter as they make their way from concept to market. Tollgate sessions, review meetings, and well-intentioned managers tend to squash the very innovations they are trying to help. What’s an organization to do?

At Intuit, we turned to social media. This talk will tell the story of what’s happened to innovation at Intuit over the past year. By embracing social media tools for innovation, Intuit has dramatically increased its rate of ideation by **1,000%** – ultimately leading to more new offerings in market.

***Tad Milbourn** is responsible for managing Intuit Brainstorm, Intuit’s online innovation catalyst. In his time at Intuit, Tad has worked to change mindset in regards to innovation at all levels of the company. Through thought leadership and evangelizing Intuit Brainstorm, Tad has helped to increase ideation, reduce product time-to-market, and engage employees in innovation. Tad received his undergraduate degree in management from the University of Wisconsin-Madison.*