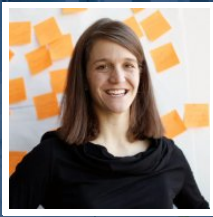


# Innovation Research to Accelerate Innovation



Liz Gerber

Associate Professor, School of Engineering, School of Communications, Technology and Social Behavior Program  
Associate Professor (Courtesy), Kellogg School of Management

## CURRENT RESEARCH

### Studying how innovation works to facilitate new product design and development

In the face of looming challenges like childhood obesity, environmental collapse, and soaring healthcare costs, we need dramatic, sustained, and collaborative innovation. Dr. Liz Gerber, Professor of Northwestern University who specializes in human-computer interaction, design, and management, studies how new technology can support innovation work, develops practical tools, and provides resources for beginning entrepreneurs. In particular, Dr. Gerber examines *collective innovation*, an innovation process that harnesses the diverse and untapped human, social, and economic capital from distributed networks to discover, evaluate, and implement new ideas. As innovation is a challenging endeavor, collaboration is critical for drawing diverse insights, but is also difficult especially for novice entrepreneurs who don't have experience, networks, and knowledge of different technical languages. To this end, Dr. Gerber gathers interdisciplinary teams in the context of social computing, crowdsourcing, and crowdfunding to help novice innovators solve problems in domains anywhere from medical device design to toy development and entertainment.

Some of the products Dr. Gerber has studied and helped design include a medical device to improve hand hygiene in hospitals and *Jerry the Diabetes Bear*, a teddy bear with an interactive screen that was designed to help children with diabetes learn about their disease and how to take care of themselves by taking care of the bear. The hand hygiene product, in particular, was designed to help clean doctors' hands in hospitals to avoid any unnecessary infection, and demonstrated a huge success, raising over \$9 million and winning over 45 awards. Moreover, much of Dr....

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## AFFILIATION



Northwestern University

## EDUCATION

- Ph.D. in Management Science and Engineering 2007, Stanford University
- M.S. in Product Design Engineering 2003, Stanford University

## AWARDS

- IEEE's Computer Science and Engineering Undergraduate Teaching Award, 2014
- Crain's 40 under 40 List of Chicago's Next Generation of Leaders, 2013
- Public Interest Design Top 100 People, 2012
- Allen K. and Johnnie Cordell Breed Junior Chair in Design, 2012 – present
- OpEd Project's Public Voices Thought Leadership Fellow, 2012 – 2013

## RESEARCH AREAS

Technology, Computational Sciences / Mathematics, IOT, Devices, Data, Informational Sciences / Internet

## FUNDING REQUEST

Your contributions will support Dr. Liz Gerber at Northwestern University to study innovation processes, bring together resources, and develop practical tools and principles to assist novice entrepreneurs. Donations will help the \$500K/year used to recruit researchers to conduct behavioral research, designers to create interactions and physical products, and computer programmers to build functional software. Partner with Dr. Gerber to bring together effective, creative collaborations to drive innovation forward!