



Innovate Speaks

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Trisha Pergande

Marketing Director, Strategy and Innovation
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Trisha Pergande is a Marketing Director on the iSquad, an internal consulting team within Strategy and Innovation at General Mills. She works with cross-functional business teams, specializing in new product strategy development. The iSquad has coached the development of new product strategies for all of General Mills divisions, including numerous international, channel specific and cross-divisional explorations. Trisha has become recognized for her innovation knowledge within the industry, having spoken at the Front End of Innovation (FEI) Conference in Boston 2008. She will serve as an advisory board member to help develop the focus of future FEI conferences.

My passion for speaking....

I am a high energy speaker with a passion for connecting with people on challenging topics around innovation. Innovation is often ambiguously defined, and the path to drive results from innovation is not well understood. Everyone and every organization can drive meaningful innovative change. I am particularly passionate about making innovation "real" by helping others to learn and apply lessons from the successes and failures of others.

"If I have been able to see farther than others, it was because I stood on the shoulders of giants."

Sir Isaac Newton

Favorite Innovation Topics

- Building an Innovative Culture
- Building Capabilities to Make Innovation More Predictable
- Understanding Individual Innovation Styles to Improve Team Performance

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