

# **Andrey Schukin**

**Innovation Management at bytics engineering ag**

Zurich, , CH

New Product Development | Creativity and Problem Solving | Innovation Management | Innovation Process

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## **Description**

Andrey Schukin's speciality is creation of new products and innovative engineering solutions.

He has over 12 years of experience in most stages of new product development: market research, idea selection and proof, IP protection, engineering, manufacturing implementation and product commercialisation.

He holds two Master degrees: one in Mechanical Engineering and another one in Creativity and Innovation Management, and is always on the lookout for new, more efficient ways to create better products.

Andrey has been working with large international corporations as well as with small start-ups in Sweden, UK and Switzerland, managing and contributing to product development projects within a wide range of industries: from power generation and offshore engineering to consumer electronics, telecom, microscopy and medical devices. As a result, he brings to the table the broad knowledge of current best practices for the new product creation.

His interests cover team creativity, product usability and effective product innovation and he has been invited as a guest speaker for courses in Problem Solving and Innovation Management at the leading universities in Switzerland and Hong Kong.

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## **Availability**

Keynote, Moderator, Panelist, Workshop, Corporate Training

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## **Industry Expertise**

Mechanical/Industrial Engineering, Management Consulting, Machinery

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## **Topics**

Product Innovation, Problem Solving, Innovation

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## **Affiliations**

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## **Sample Talks**

## **Product Innovation: Problem Framing and Problem Solving**

- \*What is Innovation?
  - \*Innovation Process for Product Development
  - \*Why Define the Problem?
  - \*Product Requirements Pyramid: Technical, User and Business Requirements
  - \*Customer Requirements: Different Detail Levels
  - \*Making Sense of Customer's Ideas: Capturing and Documenting Customer Needs
  - \*Not everybody thinks the same: Multiple Stakeholders
  - \*Customer Focus vs. Product Focus
  - \*Engineer's View - Preparing for Problem Solving
  - \*Problem Solving Techniques
  - \*Successful Product - What is it?
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## **Past Talks**

### **Problem Framing for Product Innovation**

Course in Technology and Innovation Management for MSc students

### **Problem Definition for Product Innovation**

Course in Innovation Management for MSc and MBA students

### **What to do before Project Starts?**

Course in Management of Technological Innovation for MSc students

### **Problem Definition and Problem Solving for Product Development**

Course in Systems Engineering for BSc students

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## **Education**

### **Newcastle University Business School**

MSc in Innovation, Creativity and Entrepreneurship

### **University of Linköping**

MSc in Mechanical Engineering

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