Access to Experts

Larry Schmitt , CEO , The Inovo Group LLC

Larry has been working with innovative companies to create competitive advantage and market leadership for more than 30 years. His career-long involvement and interest in identifying the new opportunities that arise from emerging customer needs and new capabilities has been the foundation of Inovo.

Larry is a frequent speaker on Innovation, presenting and participating in panel discussions at national and international events. He also serves as a guest lecturer at the University of Michigan's Medical Innovation Center, College of Engineering, and Ross School of Business.

Earlier in his career, Larry held both technical and managerial positions with multinational corporations including General Electric and Unisys, He subsequently served as an executive at two successful tech startups. The first, Applied Intelligent Systems Inc., was acquired by Electro-Scientific Industries (ESI) in 1998. The second, Intelligent Reasoning Systems Inc., was acquired by Photon Dynamics in 2001.

Soon thereafter, Larry and his former ESI colleague Steve Schwartz founded Inovo to further develop and apply Larry's theories of innovation.

Larry holds a BS in Computer Science from the University of Michigan, Ann Arbor, and an MS and PhD in Computer Science from the University of Wisconsin, Madison.

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