

Access to Experts



Rita Shor

Co-Leader, Innovation & Productivity Center
The Conference Board

Rita Shor is program director for the Product and Service Development and Corporate Brand Management Councils and co-directs the Innovation and Applied Innovation Councils at The Conference Board.

She is also a senior fellow within the Economics and Business Practice. Past work for The Conference Board includes co-directing four of the annual Innovation Master Class conferences, directing seven additional conferences, participating in more than 20 webcasts, and supporting leadership experiential learning sessions in the Silicon Valley.

Shor spent 34 years as a product development, innovation, and business growth practitioner at 3M and as project manager for the BioBusiness Alliance of Minnesota's long-term strategic planning project, Destination 2025. She led new product growth for a variety of 3M businesses, including occupational health, automotive adhesive, and medical-surgical applications. Her team's work with the infection prevention platform for medical-surgical products was published in Harvard Business Review (HBR) and has been used as an HBR case for the Lead User Research method (a case widely used at business schools, internationally).

Contact Carol Courter, Manager, Corporate Communications, +1 212 339 0232, courter@conferenceboard.org

The Conference Board is a global, independent business membership and research association working in the public interest. Our mission is unique: to provide the world's leading organizations with the practical knowledge they need to improve their performance and better serve society. The Conference Board is a non-advocacy, not-for-profit entity holding 501 (c)(3) tax-exempt status in the United States of America.

www.conference-board.org