

## Access to Experts



**Rita Shor**  
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Rita Shor is the program co-director for The Conference Board Innovation and Applied Innovation Councils and program director for the Product and Service Development and Corporate Brand Management Councils. She is principal at Shor Enterprises LLC, in which capacity she directs the annual Innovation Master Class hosted at 3M's Innovation Center. It is designed for advanced learning among Fortune 500 executives responsible for leading innovation in their companies. Rita spent 34 years as a product development, innovation, and business growth practitioner at 3M, and project manager for the BioBusiness Alliance of Minnesota's long-term strategic planning project, Destination 2025. She has driven 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 the *Harvard Business Review*. Her team's work with the Lead User Research methodology resulted in a Harvard business case that is widely used at business schools, internationally.

During Rita's time with The Conference Board, she has directed seven conferences and more than 20 webcasts. She can be reached at [rita.shor@conference-board.org](mailto:rita.shor@conference-board.org).

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