Pam Henderson, Ph.D., is CEO of NewEdge, Inc., a growth, strategy and design firm that advises companies across every industry including over 75 Fortune 500 and 50 startups and non-profits. Pam pioneered Opportunity Thinking™ principles, a new approach to innovation that helps organizations create sustainable growth. Organizations are adopting Opportunity Thinking™ as their corporate innovation strategy for long term growth.

Formerly on the faculty at Carnegie Mellon University, Pam later worked with the national laboratory system and Washington State University to commercialize early stage technologies. Pam speaks internationally and has published widely on market insight, business and innovation strategy, and design and has received recognition in the Harvard Business Review, Wall Street Journal, and NPR.

Pam is also the author of a new book on Opportunity Thinking, titled You Can Kill An Idea, But You Can't Kill An Opportunity! How to Discover News Sources of Growth for Your Organization, now in its fourth publishing by Wiley, a trademark of John Wiley & Sons.