**FACT SHEET**

IDEO (pronounced “EYE-dee-oh”) is a global design and innovation firm. For more than 30 years, IDEO has helped create positive impact through design by taking a human-centered approach to helping organizations in the public and private sectors innovate, grow, and bring to market new ideas.

We partner with leaders and change agents to identify new market opportunities, and to design and launch innovative products, services, ventures, and brands.

**DISCIPLINES**

Brand

Digital

Environment

Experiences

Organization

Products

Services

Venturing

**INDUSTRIES**

Consumer Goods & Services

Education

Energy

Financial Services

Food & Beverage

Government

Health & Wellness

Industrial Goods & Services

Media

Medical Products & Services

Non-Profit

Retail & Hospitality

Toys & Games

Transportation & Mobility

**LOCATIONS**

Cambridge

Chicago

London

Munich

New York City

Palo Alto

San Francisco

Shanghai

Tokyo

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**HIGHLIGHTS & ACCOLADES**

Ranked as one of the most innovative companies in the world by business leaders in a global survey by Boston Consulting Group

Ranked #10 on Fast Company’s list of the Top 25 Most Innovative Companies

Ranked #12 on Fortune’s list of 100 most-favored employers by MBA students

Awarded the Smithsonian Cooper-Hewitt, National Design Museum’s National Design Award for Product Design



**CLIENTS INCLUDE**:

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Air New Zealand AT&T

Brooks England Citibank Coca-Cola ConAgra

Consumer Financial Protection Bureau

Converse

Eli Lilly and Company

Ford Motor Company

FOTILE Kitchen Ware

GE Genentech Google

Government of Singapore

HarperCollins Publishers

HBO

IKEA

Innova Schools Intuit

JetBlue Airways Kaiser Permanente Levi’s

Life Technologies

Los Angeles County Lufthansa Marriott MassMutual

Mayo Clinic

Medtronic

Microsoft

Planned Parenthood

Procter & Gamble Ravensburger Redbox

Royal Academy of Art Samsung

Sealy

Sesame Workshop Sony

Steelcase

Swiss Life