

MADGE M. MEYER

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Madge Meyer is a public speaker, author and founder of Madge Meyer Consulting, LLC – all pursuits dedicated to advancing her inventive yet practical approach to innovation and leadership across corporate and other organizations.

Her new book, *The Innovator's Path*, soon to be published by Wiley & Sons, caps an award-winning career as a Chief Innovation Officer, and a



distinguished corporate leader in information technology and telecommunications for IBM, Merrill Lynch and, most recently, State Street Corporation.

In *The Innovator's Path*, Ms. Meyer presents innovation as the driver of change that creates

strategic value and competitive advantage. She champions as a universal goal making continuous development and execution of creative new ideas and solutions “business as usual” across entire organizations.

In laying out *The Innovator's Path*, she evokes the scientific method, ‘Wargaming’, and Asian culture. She draws inspiration both from her past successes and many memorable interviews with a contributing cast of prominent business leaders. And, she offers a reproducible approach and practical action plan to incorporate innovation into any organization.

Key steps involve listening to customers’ real-world needs, pursuing excellence while learning from failure along the way, anticipating ‘what’s coming next’, continually promoting innovation by benchmarking its proven value, introducing cooperative competition within the organization, calculated risk-taking in business case decision-making, results-focused experimentation to

deliver business value, and continuous evolution grounded in creative destruction.

Ms. Meyer was the Chief Innovation Officer and Technology Fellow at State Street Corporation, where she served as Executive Vice President for over a decade. During the past year, she has represented State Street as a consultant assisting MIT Collaborative Initiatives to bring innovative solutions to a broad range of problems – from global sustainability to health, education, and veterans’ reintegration.

She has been recognized with 12 awards for her industry and community achievements, including Bank Systems & Technology’s “Elite 8 Innovators” and Bank Technology News’ “10th Annual Innovators List,” both of which honor executives who leverage innovation for competitive advantage. Her teams at State Street also were recognized with 32 awards for innovation and excellence, including 12 IT environmental sustainability honors.

Prior to joining State Street, Ms. Meyer served as First Vice President for Merrill Lynch’s Enterprise Technology Services. Earlier in her career, she was a scientific programmer working for IBM on the NASA Gemini Orbital Spaceflights. Later on, she advanced through several executive positions at IBM with responsibilities for information technology and telecommunications.

Ms. Meyer is a graduate in mathematics and chemistry from the University of Mary-Hardin Baylor, and she pursued graduate studies in mathematics at St. Louis University.

She currently serves on the board of the Wall Street Technology Association, is a member of Simmons College’s School of Management Business Advisory Council, a CIO Advisory Board member of Sierra Ventures and Globespan, and an Advisory Board member of both the Asian American Civic Association and the DNA Medicine Institute.