

INTERNAL  
INNOVATION  
ORGANIZATION  
IN CORPORATE  
STRUCTURES



## YOUR PARTNER IN CORPORATE INNOVATION

At the core of contemporary business lies the understanding of customer centered innovation, the medium that binds sociocultural terms and technological process to strategy.

Long considered as side activity, today, due to digitalization, innovation initiatives are pervasive in business assets and essential for long term survival.

**Still are 70% of the newly initiated innovation initiatives failing due to faulty reasoning or misunderstanding of organization and processes.**

With the help of our consultants, you can harness the power of internal innovation and the arising opportunities to reach your goals and sustainably develop your business. We'll guide you through processes of customer focus, infrastructure planning, innovation practices, testing phases and implementation.

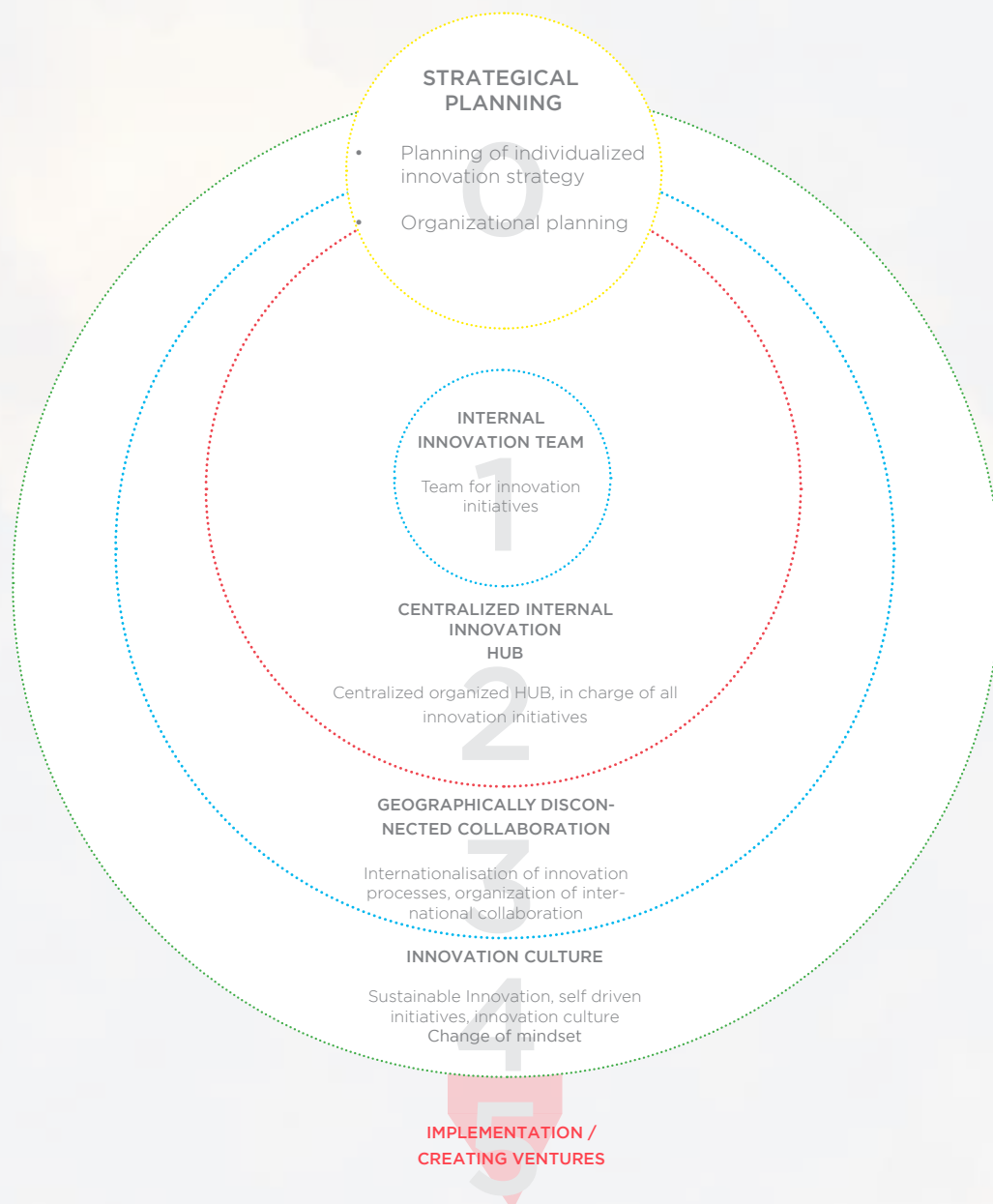
Our teams, our methodology and our tools are all designed to help you improve your own ability to anticipate evolving needs, develop strategic breakthroughs, monitor regulatory developments and accommodate organizational change.

# INNOVATION IS INTERNAL BUSINESS

**Let's not bite our tongue about it; Everyone that has ever worked in a corporate structure knows that innovation only works if it is organized, managed and supported internally.**

In order to have a working innovation eco system it is important to make innovation a internal and centrally organized task. For initiatives to succeed, innovation has to be organized and managed internally and supported by the corporate structure.

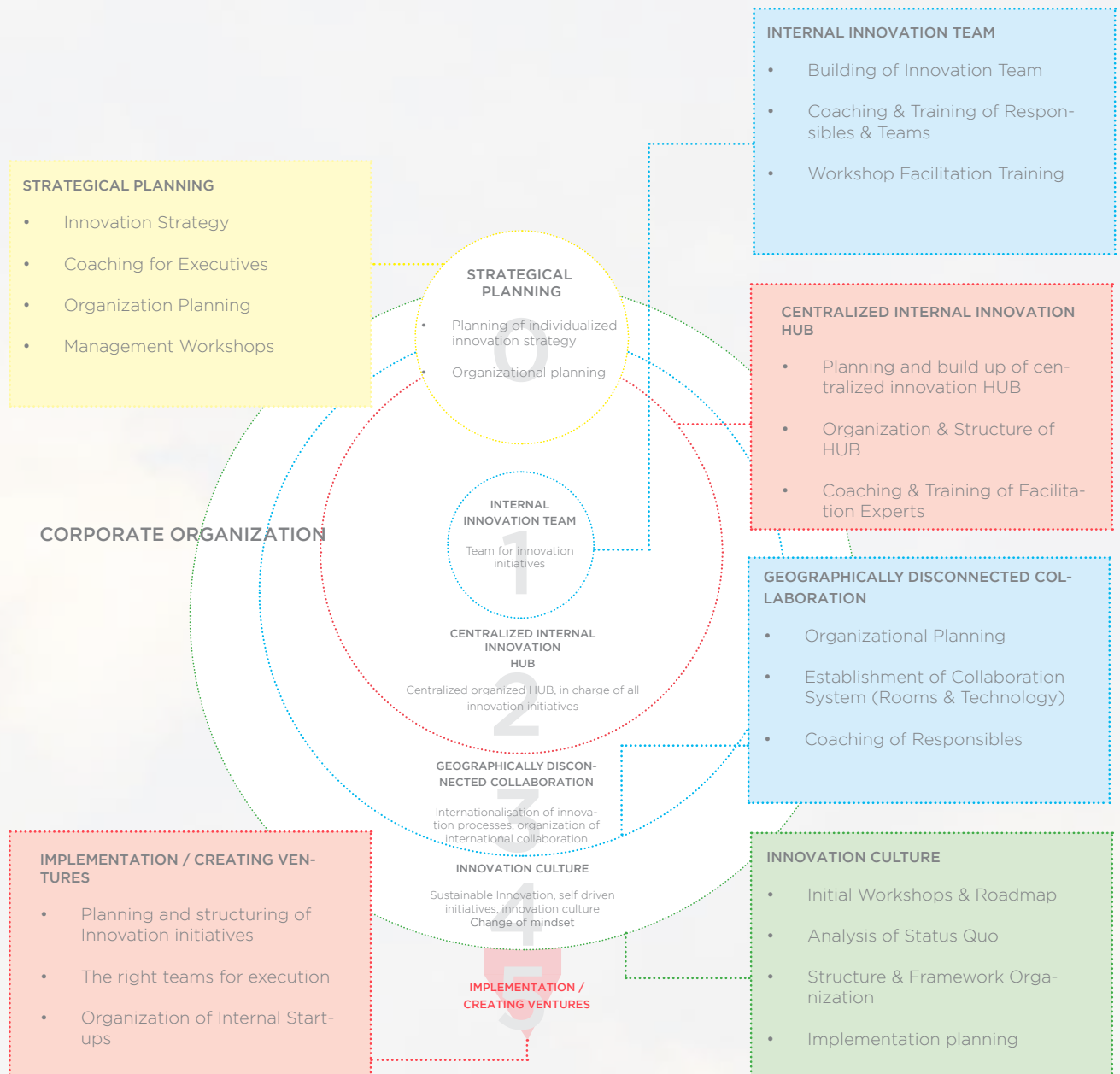
Innovation may be organized differently in corporate organizations, depending on scale, scope and industry. We define 4 levels of innovation organization. The first level is the establishment of a team, followed by a centralized innovation management hub. The steps 3 addresses geographically disconnected collaboration in innovation and step 4 the establishment of an internal innovation culture.



# IT'S OUR COMPETENCE

We are **ORGANIZATIONAL CONSULTANTS FOR CORPORATE INNOVATION**, meaning that we advise you in building the right framework and structures and coach your executives, responsible and teams in order for you to become a successful innovative force.

We define the following leverage for innovation in corporate organizations.



# OUR MANAGEMENT

With MARTIN MANAGEMENT you can count on comprehensive, consistent and individually built consultancy, no matter where your offices are located.

MARTIN MANAGEMENT is headed by Prof. Dipl.-Ing. Dipl.-Des. Erik Schneider and Daniel Martin Rogg MA. In 2017 Andrea Germann joined our team as project management and startup expert.



**PROF. DIPL. ING. DIPL. DES.  
ERIK SCHNEIDER**  
Managing Partner

Erik Schneider is the man to know, when talking about innovation at Daimler. For many years he has played a main role in the establishment of internal innovation, from the building of an internal innovation department to teaching and supervising teams and developing new ideas, concepts and business models, continuously defining and contributing to Daimler's current performance.

Erik Schneider is Professor at the University of Ingolstadt and leads Martin Management in partnership with Daniel Martin Rogg.



**DANIEL MARTIN ROGG MA.**  
Managing Partner

Understanding the values of today's generations has become an uprising managerial task. Where generations meet; Daniel Martin Rogg, himself part of the Gen Y takes a different approach at the inclusion of younger generations into managerial decisions. This cooperative and cross-generational approach helps to understand needs and cravings of future customers from a broader perspective. Daniel Martin Rogg holds a MA. in Management and has been involved in consultancy for mid and large sized companies in Germany.



**ANDREA GERMANN**  
Project Management

Andrea Germann has formerly worked as Head of Back Office for a leading venture capitalist in Germany and Switzerland. Her experience in managing investment and selecting Startups for further consideration adds experience in Due Dilligence, Innovation Selection, and Business Model Innovation to our company. Andrea Germann is furthermore involved as responsible for business administration in a Charity organization. Andrea Germann holds a Swiss business education in HR and business administration.

# IT'S THE TRANSFER OF OUR EXPERTISE

**MARTIN MANAGEMENT is not a provider of solutions but your accomplice in managerial tasks. In other words; we transfer our tactic knowledge and experience to your team to realize sustainable and beneficial development for your organization. We guide your project team through the process of innovation, equipping your people with the needed methodology and development knowledge for building a sustainable system.**

Our cooperative approach enables sustainable development of your firm, as the new achieved knowledge of innovation practices and economical realities influence daily managerial decisions. We include the key implementation players from the beginning, to obtain internal acceptance and moreover clarity and speed during the implementation phase, enabling smooth transition from strategy to operations.

A unique combination of strengths makes our Consulting Services diverse:

- **INDIVIDUALIZED ORGANISATION:** Every business has its individualities. Our unique and made-to-measure selection of processes and methodology is used to create matching strategies.
- **COOPERATIVE TEAMS:** We act from a common framework and methodology and include key players from briefing to implementation in order to reach smooth transition of ideas into business.
- **END-TO-END ENGAGEMENT:** Our complete life-cycle approach includes the entire process, from assessment to the continuous innovation in your team, when we have already left.
- **KNOW-HOW TRANSFER:** We engage with you in our planning process, executional processes teaching you how to develop and evaluate the right ideas, concept, business models. We are not here to stay - we transfer our knowledge on to your team so they can perform alike if we have already left.

## Our engagement in charity

MARTIN MANAGEMENT does not only care about economical success, but development and advancement. Especially in the field of inclusion of people. We are helping non profit organizations to start, grow and establish their se



“With the help of Martin Management the planning and building of our non profit organization has been successfully established. Adorable commitment and allround skills helped with the development of the strategy and planning.”

[Werkstatt Angela, Atelier for Weaving and Creativity](#)

Non profit organization

St. Margarethen Switzerland

# OUR 15 YEAR EXPERIENCE REFERENCE

## Internal Innovation at Daimler

Innovation is a learning process, mistakes are what make you good at it. Learn from 15 years of internal innovation experience at Daimler, and years of R&D, engineering and startup experience. Our Prof. Schneider has played a main role in the establishment of internal innovation at Daimler, which makes him one of the most experienced people in innovation organisation.

**Skip years of testing processes, tools and organizational implementation with your team and learn which initiatives work and what does not, and why.**



Harness from our unique experience in:

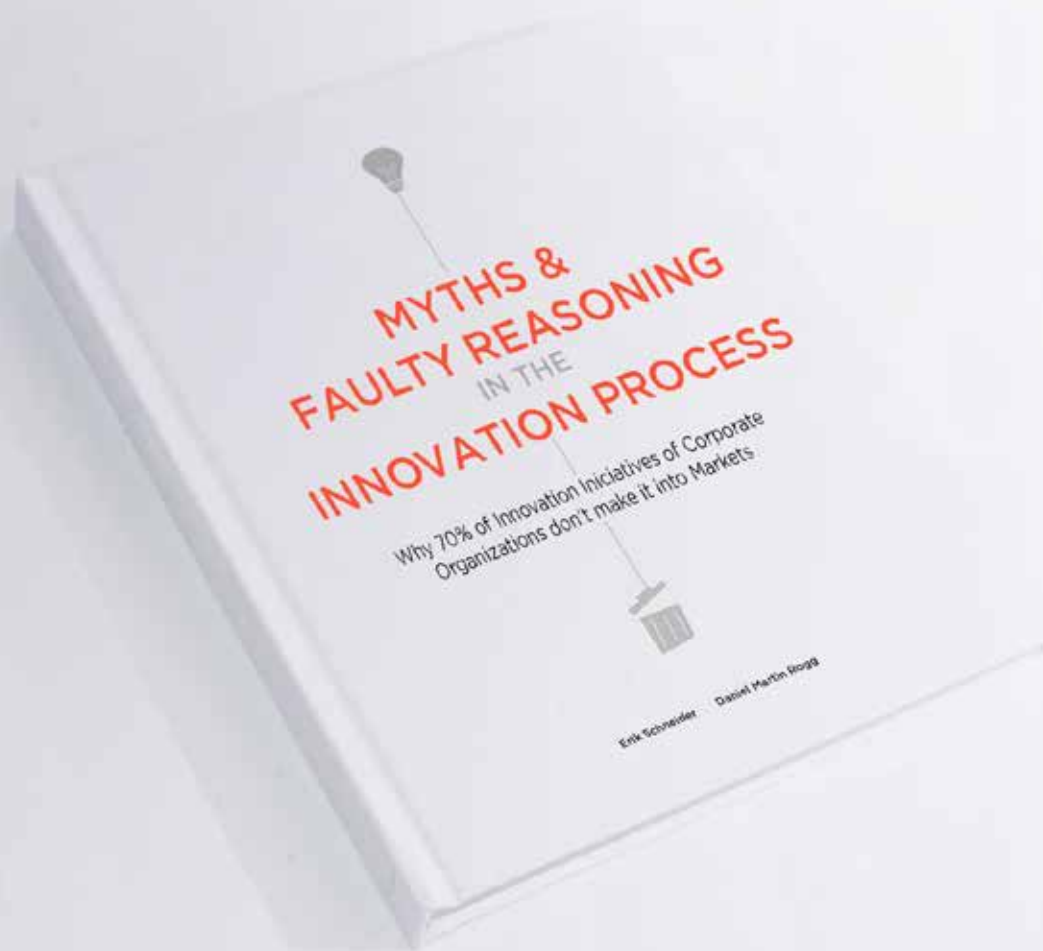
- **INTERNAL INNOVATION ORGANISATION:** From planning to building of internal structures to implementation of tested processes, all from one house.
- **HUMAN CENTERED INNOVATION PROCESS:** We act from a common framework and methodology and include key players from briefing to implementation in order to reach smooth transition of ideas into business.
- **END-TO-END ENGAGEMENT:** Our complete life-cycle approach includes the entire process, from assessment to the continuous innovation in your team, when we have already left.

# LEARN FROM 15 YEARS OF EXPERIMENTING: OUR BOOK

We want you to learn and sustainable practice what we preach. That is why we are publishing a book about the myths and faulty reasoning in the innovation process.

Based on 20 years of innovation experience in internal studios, R&D and engineering, the book written by Prof. Erik Schneider and Daniel Rogg analyzes problems of internal innovation and provides solutions. Described and underlined with case studies it reveals mistakes made and lessons learned.

The book can be preordered online: [www.martin-management.ch/book](http://www.martin-management.ch/book)





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LAUNCH YOUR INITIATIVE TODAY



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