

Urquhart "Urko" Wood - Strategy Adviser, OH Lead, Strategyn Consulting



Mr. Wood helps company leaders find and develop opportunities in the market to drive organic growth through innovation. Strategyn has helped its clients generate billions of dollars in revenue from new products and services over the past 18 years. While most companies have an innovation success rate of less than 20%, in contrast, 80% of the offerings launched using Strategyn's innovation methodology succeed in the marketplace. Before joining Strategyn, Mr. Wood was the founder of Strategy Innovations, a strategy and business development firm that focused on helping clients understand how customers define value and make purchase decisions, driving improved business strategy, product development and strategic account management. Mr. Wood was also a principal consultant with S4 Consulting, a firm specializing in revenue generation through the effective management of strategic accounts, and a general management consultant with Deloitte & Touche (now Deloitte Touche Tohmatsu). He currently serves on the Corporate Innovation Forum Advisory Board for the Fisher College of Business at The Ohio State University and he is one of the inventors of Strategyn's patented method for creating a market growth strategy. A veteran of the US Navy, he holds a BA from Kenyon College, an MBA in marketing from the Wharton School, and an MA in applied psychology from the University of Santa Monica.

Note: Grey area is optional – can be omitted where space is limited.