David Parsons

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#### Vice President, Strategic Initiatives

## Biography

David Parsons is a Vice President with Hitachi Consulting responsible for defining and driving strategic initiatives. In this role, Mr. Parsons leads the Innovation Practice globally, and is now working closely with Hitachi Limited sister companies and partners to help companies incorporate the leading industry trends such as the “Internet of Things” into their business models and offering portfolios.

Mr. Parsons has over 17 years of in Strategy, Performance Management, Product Development, and Supply Chain excellence experience with dozens of companies across a broad range of industries.

Currently living in Seattle, Washington, Mr. Parsons holds a Bachelor of Science degree in Aerospace Engineering from the United States Military Academy and an MBA from Auburn University.

## Abstract

#### Attaining Sustainable Growth through Innovation Excellence

Innovation is at the heart of a company’s ability to sustain growth. This session explores the key ingredients to effective innovation programs, why companies often struggle to attain desired results, and some key insights to enable innovation as part of the sustainable business fabric.