

## David W. Conley - Biography



David Conley received his BS of Nuclear Engineering from Texas A&M University and his Masters of Finance from the University of New Mexico. As an Air Force Officer he performed plasma physics and space nuclear propulsion research and served at Los Alamos and Brookhaven National Laboratories and on NASA's Nuclear Safety Review Panel. His private sector experience includes Johnson and Johnson, Philips Semiconductor, and Intel Corporation. At Intel Corp. from 1995 until 2012 David held a variety of engineering and management roles and is the only person corporate wide to have ever held a Level 4 TRIZ Specialist certification. Certified by the International TRIZ Association, David's contributions to the field of systematic innovation include: technical, computing and business system problem solving, materials development, methodology training, program integration and serving on the Executive Board and Certification Committee of the US based Altshuler Institute for TRIZ Studies. Utilizing TRIZ he has solved hundreds of challenging engineering problems (ranging from satellite advancements and sophisticated semi-conductor manufacturing systems improvements to product and operational system innovations), trained hundreds of students and developed thousands of pages of training courses and manuals. Additionally, David is one of the few pioneers worldwide in the application of TRIZ to the disciplines of business and computing systems. His application to computing systems includes processor design, system engineering, software and firmware development and computing system integration with associated engineering and business systems. David's work in TRIZ for Business includes the direct support of dozens of organization's solving challenging internal and external business process issues, teaching business focused innovation classes and the application of TRIZ to Lean, 6 Sigma and other popular methodologies. Currently he is sharing his expertise with the University of New Mexico's College of Engineering ME460 Design Class where the students have been tasked with incorporating TRIZ methodologies into their final design projects. David has broad international business and engineering experience and currently lives in New Mexico, USA with his wife and three sons.

**More can be learned about TRIZ and David at [InnomationCorp.com](http://InnomationCorp.com)**