



MOISÉS NOREÑA



VISUAL RESUME

MY GREATEST SENSE OF ACCOMPLISHMENT OCCURS WHEN MY ACTIONS INSPIRE SOMEONE

Note: All pictures and graphics in this document are Moises' creation

Moises brings mature business acumen and creativity together to help product and service companies transform, grow, differentiate and lead.

BIO

Moises Norena is a growth and innovation executive that serves as Director of Strategic Innovation for Allstate Insurance and that previously served as Global Director of Innovation for Whirlpool Corporation. His work has significantly contributed to the growth and transformation agenda of these two enterprises and impacted thousands of employees around the world.

He is a founding member of Notre Dame University's Certified Innovation Mentor program and has served as design thinking faculty at the University's EMBA. He is a renowned speaker and has also been a guest lecturer at multiple universities. His perspectives have appeared in leading publications like [Businessweek](#), [Forbes](#), and [FastCompany](#). Moises was the winner of 2013's Harvard Business Review "[Innovating Innovation](#)" challenge.

Moises has an interest in social entrepreneurship and has supported multiple non-profit organizations including Krasl Art Center, Habitat for Humanity, YWCA, Edison Awards, and Southwest Michigan Orchestra among others.

Moises holds a bachelor's degree in Architecture, a master's degree in Information Systems from La Salle University in Mexico City and an MBA from Purdue University. He is also an artist, a traveler, a photographer, an outdoor explorer, a music junkie, and a committed husband and father.

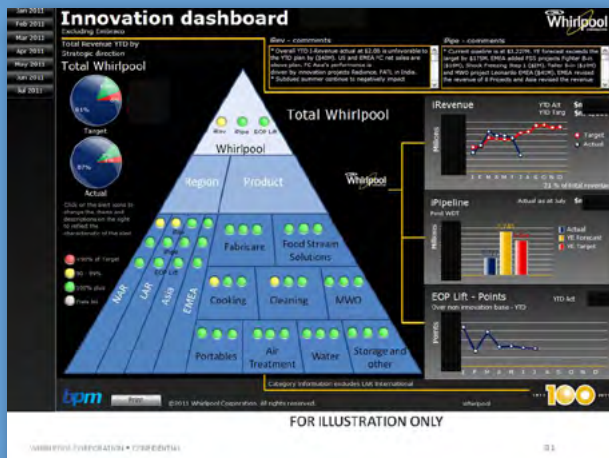




MAKING INNOVATION A SUSTAINABLE AND INESCAPABLE BUSINESS PROCESS AT WHIRLPOOL CORPORATION

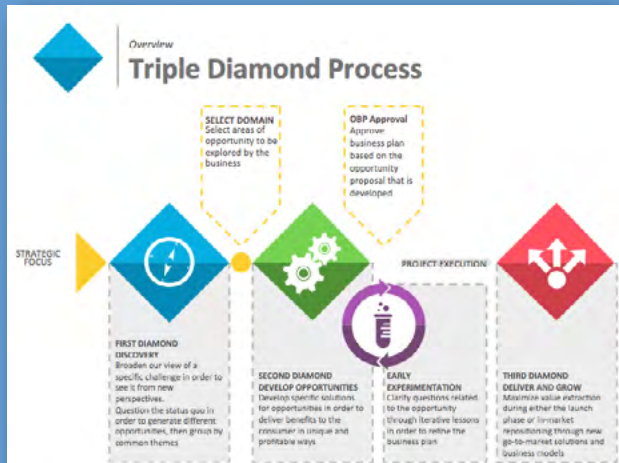
MANAGEMENT SYSTEMS

Key role in defining the strategic role of innovation as driver of the growth agenda, resulting in making innovation a core business process by integrating it to the enterprise planning process, establishing concrete and quantifiable metrics and other management systems.



INNOVATION PROCESS

Introduced a common language to drive innovation. The design-thinking process includes concrete milestones, defined deliverables, and a set of tools and principles to apply creativity for the purpose of identifying, articulating and driving new growth opportunities.



INNOVATION CULTURE

Infused a culture of innovation by inspiring the global product community to embrace the process, tools, principles and management systems necessary to drive innovation.





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TURNING THE STRATEGY INTO VALUE CREATION

How can we accelerate the growth of the KitchenAid portables business?

Result:
Identification of growth domains and creation of multi-cooker category

How can we accelerate growth for the Gladiator Garage product line?

Result:
Identification of new go-to-market approaches

How can Whirlpool capitalize on the changing dynamics of the energy sector?

Result:
Partnership with Chesapeake energy to create a home refueling station

How can we create a breakthrough in the highly profitable ice category?

Result:
Creation of luxury ice category

How can Whirlpool brand become more relevant in the Chinese market?

Result:
Introduction of washer designed uniquely for Chinese customers. Winner of innovation chairmans's award

How can water filtration regain growth?

Result:
Identification of new business models and distribution strategy

How can we quickly regain momentum in the Indian market?

Result: In-market innovation for to drive market share growth in profitable segment. Recipient of Silver Edison Award.

These are examples of collaborative work with teams around the world to drive the strategic innovation agenda and build innovation capabilities

Moisés Noreña

Director of Strategic Innovation
Allstate Insurance Company

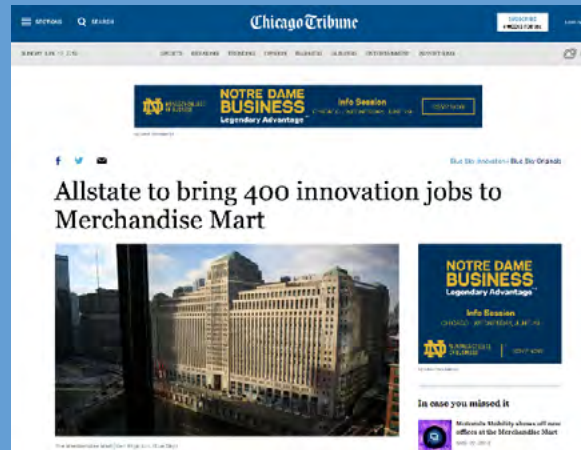
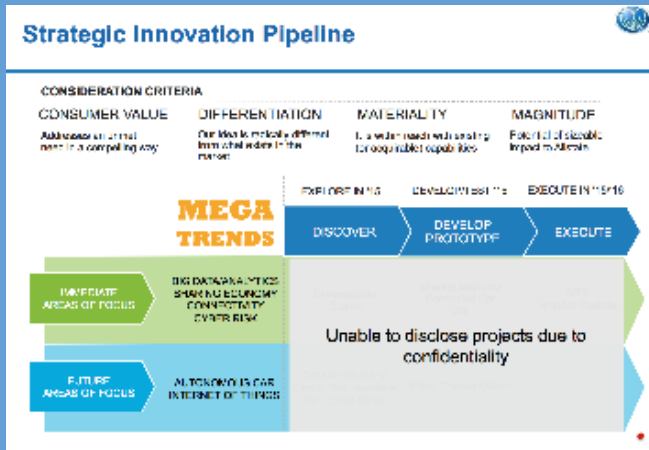
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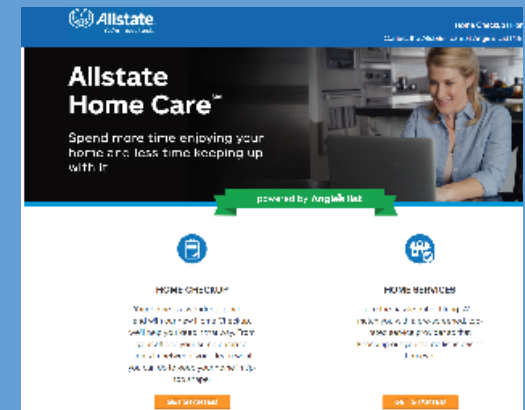
REINVENTING ALLSTATE AND THE INSURANCE INDUSTRY BY CONNECTING THE DOTS AMONG STRATEGY, CUSTOMER INSIGHT, TECHNOLOGY, BIG DATA, ANALYTICS, AND BUSINESS DEVELOPMENT.

STRATEGIC INNOVATION PROCESS

Established enterprise innovation process that resulted in the creation of strategic and corporate-wide innovation pipeline and the identification of 7 breakthrough opportunities in the areas of **mobility, sharing economies, IoT and Digital Customer Experience**. Identified opportunity to create enabling capabilities resulting in creation of innovation hub at the Merchandise Mart in downtown Chicago hosting 400 people working in an agile environment.



In-Market Innovations





EDUCATION



Master of Business
Administration,
2001

Dean's List



Master of Management
Information Systems,
1996

With Honors



Bachelor of Architecture,
1992

With Honors

AN UNCOMMON SET OF ADVANCED DEGREES THAT STRIKES A BALANCE OF LEFT AND RIGHT BRAIN



ADVISOR

Moises has advised to companies that seek to start and advance their innovation agendas.



HELPING DIVERSE COMPANIES START AND ADVANCE THEIR INNOVATION PROGRAMS



Imaginatik's Innovation Leaders Forum, 2013



AKTA's Reboot Series, 2014



MIX Mash Up - Interview with Gary Hamel New York, 2014

Click on the images to see the videos (only works on downloaded version)

PUBLIC SPEAKING

Moises is a renowned speaker and he has established a strong network of innovation business leaders, practitioners, academics and service providers. His participation includes public and private presentations, as well as lectures in renowned universities.

MIX Mash-up, 'Whirlpool Innovation journey',
New York, 2014

"Innovation mentors, catalyst for innovation",
Back End of Innovation,
Las Vegas, 2014

"Whirlpool Innovation Journey", Innovation
Leaders Forum,
Boston, MA, 2013

"Maximizing Value Extraction Through
Innovation" – ANA Innovation day @ Ford,
2013

"What makes Innovation Work", National
Innovation Prize (Mexico),
Oaxaca, Mexico 2012

"Making Innovation your Modus Operandi",
Mexican Secretary of Economy,
Los Angeles, CA, 2011

Strategic Innovation 2011,
Mexico City

Process Driven Innovation 2010,
Philadelphia

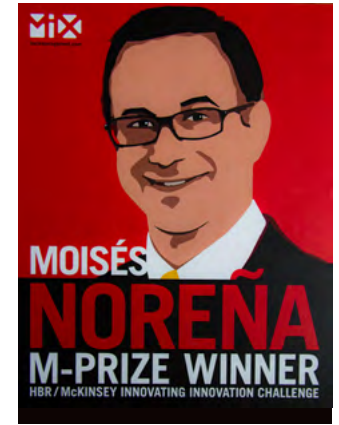
"Innovation: Processes & Corporate
Transformation," Mexico Innova, Mexico City, 2010

"Process Driven Innovation" – Optimizing
Innovation, New York, 2010

"Open Innovation," Open Innovation Summit,
Orlando, 2009



drawing by Marco Colin



THOUGHT LEADERSHIP

Moises was part of a small team that created the Unifying Innovation Methodology, a core component of the Innovation Certification program at Notre Dame with the goal of teaching an “agnostic” perspective of innovation processes and design thinking.

Personal blog: ideasaboutideas.org

“Whirlpool’s On-Going Quest for a Sustainable Innovation Capability”

Winner of HBR’s “Innovating Innovation” challenge at the Management MIX.

“Persistence and Curiosity, the secret weapons of the CINO”

Chapter in Innovation Alchemists book by Luis Solis





TEACHING



Notre Dame University,

Founder of [iVIA Certified Innovation Mentor program](#)

Lead program conceptualization and curriculum creation
Faculty lead for Unifying Innovation Methodology module
Recruited student body and faculty for pilot class
Conceptualized and created distance learning program component

Notre Dame University,

Adjunct professor MBA Executive Program, Design Thinking

Created class structure and syllabus
Finalized one full teaching cycle successfully

Whirlpool University,

Global lead Innovation competency

Lead curriculum creation of i-mentor program
Faculty lead facilitating training with teams across the globe
Involved in the creation of foundation courses for all strategic competencies

Purdue University Kroy School of Technology, Teaching Assistant – Object Oriented Analysis and Design

Managed all administrative aspects of the class, created syllabus and ran weekly labs with students

IBM Global Services, Training lead – GeneXus software development platform

Created training materials, structured and taught basic, intermediate and advanced courses for companies that purchased GeneXus software development platform

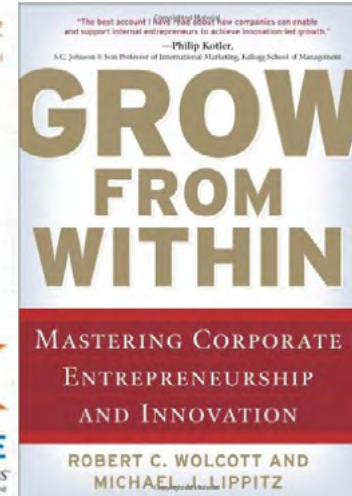
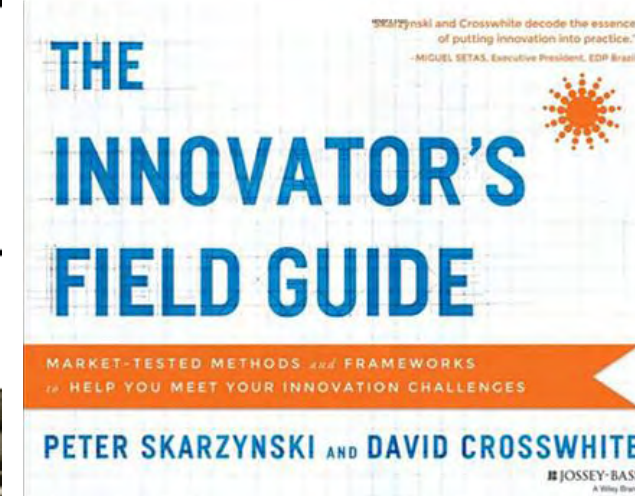
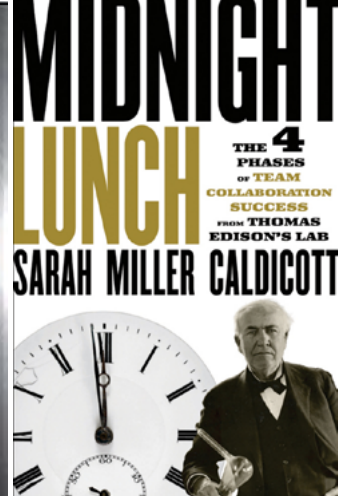
Guest lecturer

Chicago University Booth School of Business,
Kellogg School of Business,
University of Michigan,
University of Notre Dame,
Illinois Institute of Technology,
DePaul University,
Andrews University,
Tecnologico De Monterrey, Mexico
Gurgaon Management Institute, India

Home, Chicago

Teaching my kids everything I can so they become good world citizens

TEACHING BUSINESS LEADERS HOW TO CREATE, EMBED AND LEAD INNOVATION



IN THE PRESS

Have attracted the attention of business publications like [Forbes](#), [Fast Company](#) and [BusinessWeek](#). Other publications that have made references to it are:

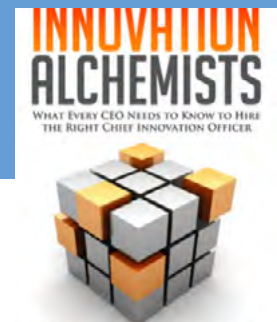
- [Harvard Business Review](#)
- [Innovation Leader](#),
- [Innovation Excellence](#),
- [Intelligent HQ](#)

Moises has also been featured in the following books:

- Midnight Lunch,**
Sarah Caldicott
- Innovation Alchemists,**
Luis Solis
- Innovators Field Guide,**
Skarsynski & Crosswhite
- Open Innovation Revolution,**
Lindegaard

Stock your Innovation Bonfire,
Kelley

Click on the logos to see the articles



PERSISTENCY, SECRET INGREDIENT OF THE CHIEF INNOVATION OFFICER

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SOCIAL ENTREPRENEURSHIP

Habitat For Humanity
Identification of new approach
for building homes in phases
based on analog work done in
third world countries, 2013

First Tee of Benton Harbor
Identification of creative solutions
for community involvement and for
main fundraising event, 2013

Allstate Foundation
Faculty of innovation practices for
Greater Good Program created to
teach business principles to not-for-
profit leaders
2015



INFUSING THE BEST BUSINESS TOOLS TO SERVE IMPORTANT CAUSES



MISSIONARY WORK AND NOT-FOR-PROFIT

Moises has served as strategic advisor for several not-for-profit organizations:

- Southwest Michigan Orchestra
- Krasl Art Center
- Allstate Foundation
- Edison Awards

He has passion for helping those in need and has been involved in missionary work.





Burano, Italy

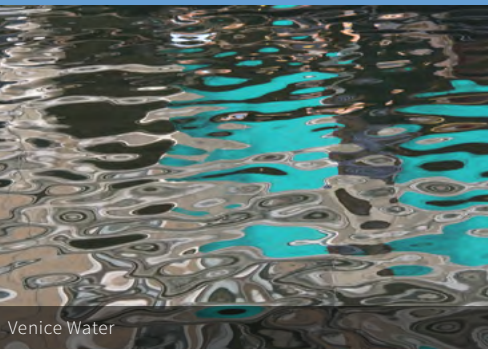


Alebrijes Oaxaqueños



Indian Women

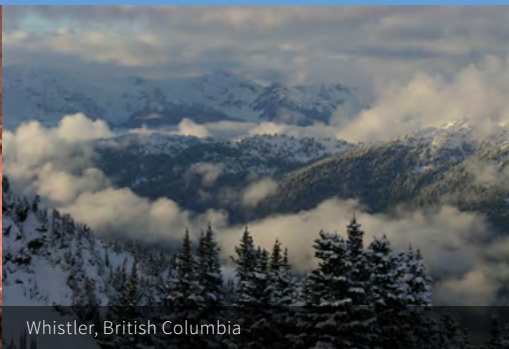
TRAVEL & PHOTOGRAPHY



Venice Water



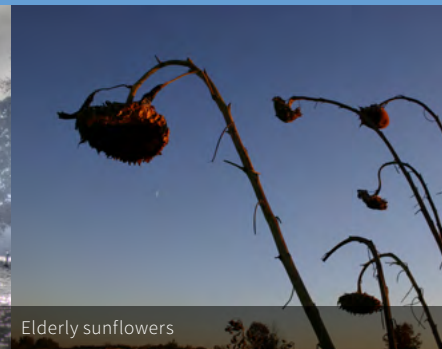
Indian Door



Whistler, British Columbia



North Lake, China



Elderly sunflowers

SHARING NEW PERSPECTIVES



PAINTING

Moises is a semi-professional painter that explores the beauty in nature, architecture and human figure



AND CREATING NEW REALITIES



<https://moisesnorena.com>



@moisesnorena



<https://www.linkedin.com/in/moisesnorena>