

Chief Innovation Officer Summit Are In For a Treat

The Strategy Distillery to speak at top London event



London, Oct 1, 2018 (IssueWire.com) - The audience at the next Chief Innovation Officer Summit is in for a treat. Natalie Reed, founder of [The Strategy Distillery](http://TheStrategyDistillery.com) will be taking to the stage in London to demonstrate why she passionately believes that the innovation process is flawed.

The two-day summit takes place on the 3rd and 4th of October and will be attended by innovation professionals from all over the globe. People attend the event to learn from some of the most forward-thinking brands, interesting startups, and innovators. It covers the latest innovation tools, case studies, and innovation cultures.

During her time as a blue chip FMCG marketer, Natalie was frustrated with the innovation failure rates in the companies she worked for. She started The Strategy Distillery to reverse the poor success rates and worked out what was going wrong. As a result, she developed proprietary tools and methodologies to solve the issues. During her talk “The innovation process flaws that sabotage good ideas,” Natalie will explain what’s going wrong and why it’s happening.

Natalie comments,

“As someone who is passionate about improving the poor innovation success rates, I'm thrilled to have

the opportunity to share with the audience the things that go wrong in the innovation process and that end up derailing and often killing the best of ideas.”

Natalie will be speaking alongside the likes of Facebook, Rightmove, and Vodafone. Further information can be found [here](#):

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