

A professional headshot of Lorraine Marchand, a woman with dark, wavy hair, smiling. She is wearing a dark blazer over a light blue top, a multi-strand pearl necklace, and large hoop earrings. The background is a soft-focus indoor setting with light-colored curtains.

AUTHOR
SPEAKER

CONSULTANT

Lorraine Marchand

*Helping Innovators
transform ideas into
successful products using
my Innovation Mindset.*

So many innovators, both first timers and seasoned professionals make the same mistake—they fail to solve a problem a customer is willing to pay for. Learn how to create a solution that moves customers and transforms markets. Our method of product development will show you how to pressure test your solution, manage risks, pivot to avoid obstacles, accelerate your path to revenue generation and attract the partnerships and capital you need to sustain your business. Our step-by-step process supported by templates and planning frameworks will help you turn your ideas into successful products in an accelerated timeframe.

LORRAINE MARCHAND is the former general manager of IBM Watson Health and has three decades of experience in new product development. She has held leadership positions at Bristol Myers Squibb, Covance, Cognizant, and IQVIA, and she cofounded four companies. Marchand is an adjunct professor of management and serves on the Healthcare and Pharmaceutical Management Program Advisory Board at Columbia Business School.

LEARN MORE LORRAINE MARCHAND

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