



Jeet Chopra provides services that help clients to manage the process they use to develop and implement new strategies, products, services, and procedures. His business clients include companies based in the United States, Europe, the Middle East, and the Asia Pacific region. He has also worked with universities and non-profit organizations. Jeet has been in the consulting business for over twenty years, the first ten as a co-owner and senior partner of Synectics, Inc. Prior to that, he was a product development manager in the semiconductor industry. He is a graduate of the Massachusetts Institute of Technology.

Jeet played a key role in the development of what is known as the “synectics” problem-solving process. He was the primary author of a best selling course in people management skills, developed for Xerox Learning Systems and currently marketed by a major provider of packaged learning programs. He is the owner or co-owner of several U.S. patents, and the author of the book *Managing the People Side of Innovation* (ISBN 1-56549-098-3). He also developed the *Innovation Activator™*, a web-delivered package that helps individuals and groups to assess and strengthen their innovation practices.

**Partial Client List:**

- AT&T
- Aerospatiale
- Aramco
- Bank of America
- British Aerospace
- Citicorp
- Chevron
- Clorox
- CBS
- Coca Cola
- Dell Computer
- ExxonMobil
- General Foods
- Carbide
- Johnson & Johnson
- Kal Kan
- Lloyd’s Register of Shipping
- McCann-Erickson
- The Norton Company
- Port of Singapore Authority
- Quaker Oats
- Statoil
- 3M
- Union the Van Leer Group (Netherlands)
- Westinghouse
- Xerox.