Bran Ferren

Technologist, Designer, Engineer, and Former President of Research and Development at Walt Disney Imagineering

The Art & Science of Innovation: Creating Solutions for a Better Future Bran Ferren argues that, when designing solutions, most people either approach problem-solving from the perspective of the engineer/technologist or from the perspective of a storyteller. Meaning, they are either focused on the specs and technology requirements of an innovative product, or on the way a “big idea” innovation will be received by the public and how it will change lives. Ferren argues that, in order to be successful both now and for the future, we must be thinking about both engineering and design. Using examples from his own career and an overview of the new and coming technologies that will change lives, Ferren helps companies better understand how to create products and customer solutions that take advantage of both the best and newest technology solutions and design principles that customers will love, and how to successfully execute.