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Everything ever made by human beings first requires **Design**, and in our world today of commercial business, this in fact requires **Management**. Discovering, defining, measuring, and communicating this fascinating accomplishment is precisely the mission of the Design Management **Institute**.

**F**ounded in 1975, DMI is the world's leading professional organization dedicated to design management. Everything designed, be it a product, identity, interface, environment, or communication, has to be managed. Integrating the creative side (intuitive, visual thinking, designing) with the analytical side (deductive, measurable, business management) is not easy. Design management is the art and science of empowering design to enhance collaboration and synergy between "design" and "business" to improve design effectiveness.

Today, DMI is an international authority on design management with members in 44 countries. The Institute conducts research, publishes a quarterly magazine, produces teaching cases with the Harvard Business School, provides career advancement workshops, and produces four conferences on three continents.

#### DMI Vision:

To improve organizations worldwide through the effective integration and management of design and design principles for economic, social and environmental benefit.

#### DMI Mission:

To be the international authority, resource and advocate on design management.

#### DMI Objectives:

- Sponsor, conduct and promote research.
- Collect, organize and make accessible a design management body of knowledge.

- Educate and foster interaction among design managers, organizational executives and managers, educators, and public policy makers.
- Be a public advocate for the economic and cultural (societal) importance of design.
- Assist design managers to become leaders in their profession.

#### Audience:

DMI serves those responsible for, interested in, and learning about the management of design, including CEOs, business and design executives and managers, designers, creative directors, marketing directors, brand managers, educators, and students.

#### Focus of Content:

DMI's research, conferences, seminars, webinars, and publishing focus on managing design for business success. Topics include design, innovation, design strategy, brand design, design measurements, corporate creativity, and design as management and as leadership.

#### 2010 Programs:

- Three conferences in London, San Francisco, and New England.
- 20 seminar sessions covering twelve design management topics.
- Four Advisory Council/Research Advisory Council meetings.

### DMI Councils:

DMI has two primary councils that provide guidance on content, research and programs:

#### The Advisory Council

with members from 19 countries, and **The Research Advisory Council** with members from 11 countries.

### 2010 Research Agenda:

DMI has three top tier research priorities for 2010:

- Design Management competency
- Design and Design Management valuation
- Design Management for the 21st century

### History and Accomplishments:

#### Conferences:

DMI has produced 95 international conferences:

- 34 Annual design management conferences
- 21 Brand design conferences
- 13 European design management conferences
- 13 Academic design management conferences
- 31 Summits and symposiums

#### Seminars:

- DMI has developed 27 seminars and conducted over 150 sessions.
- DMI has developed monthly online seminars (webinars) to complement the seminar program.
- DMI has trained over 3,000 design and business professionals in various aspects of design management.

#### Publishing:

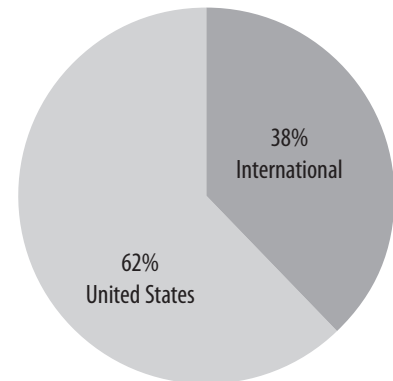
- DMI has published 74 issues of the *Design Management Review* and four *Academic Review* issues.
- In total, DMI has published 850 articles related to design management to date.

#### Case Studies:

- DMI is the world leader in producing teaching Case Studies about design.
- DMI has produced with Harvard Business School Publishing, 35 teaching Case Studies and 14 Executive Summary Cases.
- Harvard Business School Publishing distributes selected Case Studies.

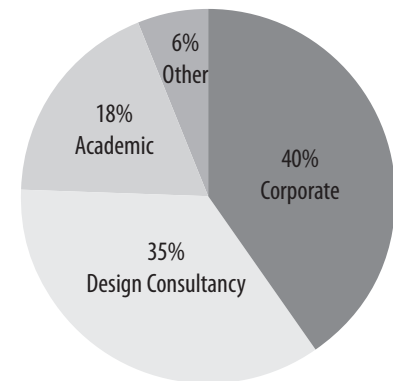
### International Distribution:

The international appeal of the Design Management Review shows strong interest around the world for DMI content.



### Member Distribution:

The distribution of DMI's 1,400+ members demonstrates the broad scope of interest in DMI content.



### Scope of Content:

Although DMI is focused on design management, the areas of content within design management are broad, integrated, and have a growing appeal to many stakeholders.

#### Design

- Graphic design
- Product design
- Interface design
- Identity design
- Brand design
- Retail design
- Packaging design
- Exhibition design
- Environment design
- Media design

#### Management

- Design strategy
- Design management
- Design leadership
- Design innovation
- Design and culture
- Design usability
- Design/business integration
- Project management
- Process management
- Creativity leverage

#### Institute

- Research
- White papers
- Case studies
- Best practice
- Publishing
- Seminars
- Conferences
- Curricula
- Resource database
- Partnerships

