



DESIGN MANAGEMENT INSTITUTE

Design Management InstituteSM DMISM
101 Tremont Street, Suite 300
Boston, MA 02108 USA
617-338-6380 Tel
617-338-6570 Fax
Email: dmistaff@dmii.org
Web site: www.dmi.org

Board of Directors

Gianfranco Zaccai
(Chairman of the Board)
President & CEO
Continuum, Inc.

Stephen Conlon
Managing Director
Design & Marketing Management,
Ltd.

John Geishecker
Managing Director
Phillips Screw Company

Lee D. Green
VP, IBM Brand and Values
Experience

Jeannette Hanna
Vice President, Brand Strategy
Cundari, SFP

William J. Hannon
Professor
Massachusetts College of Art

Jerome Kathman
President & CEO
LPK (Libby Perszyk Kathman Inc.)

Thomas Lockwood PhD
President
Design Management Institute

William O'Neill Jr.
Director
The Sawyer School of
Management
Suffolk University

Peter L. Phillips
Design Strategy Consultant

President:
Thomas Lockwood PhD

President Emeritus:
Earl N. Powell

The Design Management Institute is a non-profit
educational organization, class 501(C)3

FACT SHEET

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

Founded in 1975, DMI is the world's lead-
ing 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 sci-
ence of empowering design to enhance collabo-
ration and synergy between "design" and "busi-
ness" to improve design effectiveness.

Today, DMI is an international authority on
design management with members in 44 coun-
tries. 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 man-
agers, 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, innova-
tion, design strategy, brand design, design meas-
urements, corporate creativity, and design as
management and as leadership.

2008 Programs:

- Five conferences in France, Singapore, and
the US.
- 25 seminar sessions covering thirteen 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.

2008 Research Agenda:

DMI has three top tier research priorities for 2008:

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

Research Grant:

In honor of past president Earl Powell, DMI established the “Powell Research Grant,” an annual research grant for outstanding student research in the area of design management.

History and Accomplishments:

Conferences:

DMI has produced 106 international conferences:

- 32 Annual design management conferences
- 19 Brand design conferences

- 11 European design management conferences
- 13 Academic design management conferences
- 31 Summits and symposiums

Seminars:

- DMI has developed 32 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:

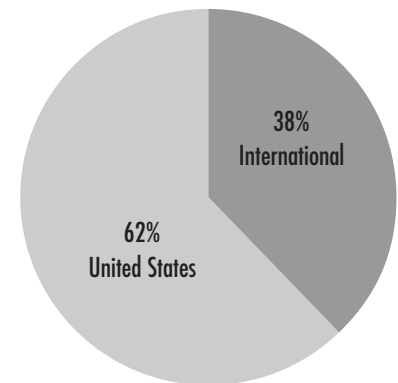
- DMI has published 70 issues of the *Design Management Review* and three *Design Management Journal* issues.
- In total, DMI has published 810 articles related to design management to date.

Case Studies:

- DMI is the world leader in producing teaching Case Studies about design.
- DMI has produced with Harvard Business School Publishing, 31 teaching Case Studies and 14 Executive Summary Cases.
- Harvard Business School Publishing distributes selected Case Studies.

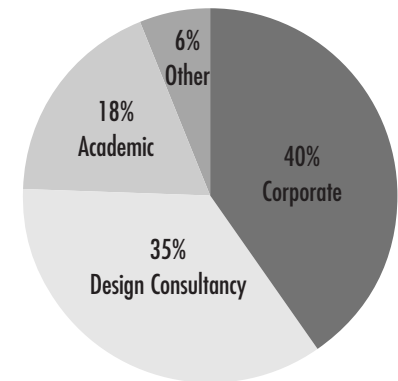
International Distribution:

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



Member Distribution:

The distribution of DMI's 1,500+ 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

