



## **Innovation Cafe Adds David Nordfors, Changes Name to Innosect**

*Team Grows in Silicon Valley and Beyond*

MENLO PARK, CA – March 23, 2015 – Pioneering social innovation company Innovation Cafe, LLC, announced today that it has changed its name to [Innosect](#), to better reflect its unique position at the intersection of innovation and human potential.

The company also announced today that **David Nordfors, Ph.D.** has joined as its Chief Scientist, where he will further drive Innosect's leadership in industry-leading analytics and deep-learning algorithms to improve enterprise innovation. Nordfors is the CEO and co-founder of IIIJ and the co-chair and co-founder of the i4j Innovation for Jobs Summit, together with Google Chief Internet Evangelist Vint Cerf.

*"We are built around the concept of social innovation, because we believe that sharing and collaboration create real value." said Innosect's CEO **Jay van Zyl**, "David is a global thinker and an influencer in innovation, collective behavior and the things that makes networks tick, and we are excited to have him on the team."*

Nordfors added: *"My involvement with Jay and the team began from a deep shared interest in understanding and enabling collective behavior for the purposes of driving sustainable, social-based innovation. The addition of cutting-edge network analytics to the existing platform of expert advisory and enabling software is making Innosect a breakthrough leader in social innovation."*

### **About Innosect**

Innosect is a Silicon Valley based global innovation software, analytics and advisory company that helps companies solve critical challenges in creating, discovering and implementing new ideas that create lasting value. The team has helped over 100,000 people at some of the most innovative companies in the world to participate in innovation campaigns that have generated more than \$400 million in shareholder value. [www.innosect.com](http://www.innosect.com)

Jay van Zyl, Ph.D. founded the original Innovation Cafe platform in 2007 in Johannesburg, South Africa. He moved to Silicon Valley in 2014 to launch Innovation Cafe, LLC, now known as Innosect. Earlier this year the company acquired the strategic advisory firm Clientific, and its CEO **JP Nicols** was named President and Chief Operating Officer of the new company.

### **About David Nordfors**

David Nordfors was the co-founding executive director of the Center for Innovation and Communication at Stanford University and co-founding director of a Swedish-Israeli R&D fund for mobile services supporting 20 consortia. He is regularly invited as an expert to the World Economic Forum and was named one of the WEF 'Innovation 100' in 2009. He holds a Ph.D. in quantum molecular physics and a B.Sc. in Nuclear Physics, and serves as an adjunct visiting professor in Estonia, Israel, Germany and Mexico.

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