***Interview with Ms. Anna Schreil, Atria Scandinavia on her experiences and thoughts on Innovation and Innovation Pioneers.***

 **Insights on Innovation is Core for Anna Schreil**

Anna Schreil is the Product Development Director at one of Scandinavias leading food and brand development companies - Atria Scandinavia. She is also representing her company in the Innovation Pioneers Network. During 2010 Anna acted as Chairwoman for the network. Also, Ms. Schreil is about to move to a new position - as Director of Product Development Realization at Sweden’s globally renowned brand; Absolut Vodka.

**What does Innovation mean for Atria and yourself?**

It means a lot. First, the definition itself means to create *New* that leads to creating *Value* for Atria. To me personally, Innovation is something that is an enabler and even a survival factor. It is inspirational and something everyone can contribute to, not just a few selected individuals in the R & D department. Innovation is about continual improvement and a key driver for growth and many other factors in a company. Atria's Innovation aims to be responsive to customers and consumers' needs, both spoken and unspoken.

**Why did Atria become an Initiating member of Innovation Pioneers?**

It's all about personal relationships. We decided to participate in the Innovation Pioneers Network because of the chance to create personal relationships and gain access to a network with Innovation professionals. Not superficially, but to really understand Innovation at a deeper level, how others are working on Innovations and to identify factors for successful Innovation, with other companies as a group. It is a generous network; everyone realizes that sharing knowledge about Innovation also contributes to everyone involved in their own work.

**What has the Innovation Pioneers membership provided for Atria and yourself?**

On specific questions we have gained knowledge and insights on how to set up Innovation processes and ideation. We have received many practical tips and insights on Innovation as a corporate topic. Our member meetings have also led us to broaden our knowledge about everything from how the brain works to understand how others deal with problems and opportunities tied to Innovation.

**In what way would you like to develop your own knowledge?**

My need today is about getting more knowledge about technological development – “Technology Insight”. Today Technology creates many new opportunities. With more insight on emerging and disruptive technologies, I believe I will better understand how certain needs can be met. Disruptive technologies can rapidly changing conditions and opportunities. Technology as force has links to many different developing areas, one is sustainability. Recently, I listened to Janine Benyus who lectured on Biomimetics. Something that I think is enormously fascinating and interesting and I definitely want to learn more about.

By **Anders Bjers**, Associate Googol

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