**Title: Connected Innovation: The Power of Many**

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***Abstract***

At General Mills, our goal is to make consumers’ lives healthier, easier, and richer. Millions of people around the globe enjoy our products every day, and we count on new product innovation to help us continue to meet the evolving needs of those consumers. We believe that there is a great opportunity for us to enhance and accelerate our innovation efforts by teaming up with world-class innovators from outside of our company. To facilitate that effort, we created the General Mills Worldwide Innovation Network (G-WIN) to actively seek partners who can help us deliver new levels of taste, health, and convenience in our products. Connected Innovation is a powerful initiative that helps General Mills deliver a consistent stream of timely innovations to consumers, and the General Mills Worldwide Innovation Network is a global effort to accelerate the pace of innovation at General Mills by dramatically increasing internal and external collaboration. Some case studies from the General Mills journey will be shared that will demonstrate tools and techniques used in Connected Innovation that have been successful as well as a future state of what will be needed to fully realize the promise of “The Power of Many.” General Mills is the world’s sixth largest food company and it markets more than 100 consumer brands including Cheerios, Pillsbury, Yoplait, Green Giant, Betty Crocker, Haagen Dazs, Wanchai Ferry and Progresso.

***Biography***

Bernhard van Lengerich studied Food and Biotechnology at the Technical University of Berlin, Germany, and completed his Dissertation “Development and Application of a Systems Analytical Model for the Extrusion of Starches and Starch Containing Ingredients” in 1984 with summa cum laude. He worked at Werner & Pfleiderer in the USA, as a process Engineer; and subsequently at RJR Nabisco, New Jersey, USA, as Director for Extrusion Research. Bernhard joined the Buhler Corporation in Switzerland as Vice President for Research and Development for the Food Group, where he was responsible for Global R&D. In 1994, Bernhard joined General Mills Inc. in Minneapolis, Minnesota, USA and is currently Chief Science Officer and Vice President, Technology Strategy. Bernhard is inventor of over 70 US and international patents of food products, processing, ingredients, extrusion and microencapsulation, and has several patents pending. He has published over 50 international publications and 4 book chapters on food processing, systems analysis and food extrusion. Bernhard serves as honorarium professor at the Technical University of Berlin, Germany, and as an adjunct professor at the University of Minnesota in Minneapolis, USA.