

29 June 2013

MATRIZ Dissertation Council,
International TRIZ Association

RE: Recommendation Letter for Mr. Valeri Souchkov

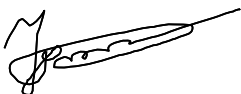
It gives me great pleasure to recommend Mr. Valeri Souchkov for the TRIZ Mastership (MATRIZ Level 5 certification) for his TRIZ-related scientific publications. For over 20 years in TRIZ, both in the USSR and in the Netherlands, Mr. Souchkov was at the forefront of TRIZ application and TRIZ theory development. Over the years he has published two books, over 30 journal and conference papers, many of which were fully peer-reviewed. I consider Mr. Souchkov's TRIZ publication record as outstanding.

I have known Mr. Souchkov since 2006. We met at the 5th International Conference *TRIZ Futures 06*, held in Kortrijk, Belgium. Since then, we have regularly exchanged ideas related to TRIZ theory and to its practical application.

His publications have covered numerous research areas including Root Conflict Analysis, Value-Conflict Mapping, Demand-Trend Matrix, Multi-Screen Analysis, Ideas Landscaping and Trends of Functionality Evolution. Mr. Souchkov has also researched and published papers on the application and adaptation of TRIZ methodology to the fields of business and management.

It would be a grave omission not to mention that Mr. Souchkov was instrumental in the introduction of TRIZ to the Western world. He has been one of the most active proponents of TRIZ in the European Union and was one of the organisers of the European TRIZ Association (ETRIA). For many years, he has been on the organising committees of ETRIA TRIZ Conferences. Mr. Souchkov has also conducted over 100 TRIZ training workshops all over the world and has introduced thousands of people to TRIZ.

I trust that in his application Mr. Souchkov has been able to demonstrate his exceptional TRIZ-related publication record. Without any hesitation I support his application for TRIZ Master status and wish to strongly recommend to the MATRIZ Presidium that Mr. Souchkov be granted the Diploma of TRIZ Master of the International TRIZ Association.



Iouri Belski,
Professor of Thinking and Problem Solving,
TRIZ Master (Diploma No 75),
PhD (Semiconductors and Dielectrics) from the Moscow Institute of Physics and Technology