

TRIZ Master Recommendation Letter

To President of International TRIZ Association
From TRIZ Master Simon S.Litvin, Diploma № 28

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Recommendation Letter for Valeri Souchkov

I am pleased to support Mr. Valeri Souchkov with his application for TRIZ Master (Level 5) Certification on Merits.

I have known Mr. Souchkov since 1990, working with him in the Invention Machine Lab till 1995. He is one of the most active TRIZ practitioners, trainers, and developers all over the globe. Mr. Souchkov is a very active innovator. He has solved a number of problems in different industries leading and participating in more than 50 innovative projects.

Being an active TRIZ researcher, Mr. Souchkov published 67 triz-related papers to his credit. He participated in multiple TRIZ development programs in the following areas: System of Stanrd Solutions, Root Conflict Analysis, Value-Conflict Mapping, Demand-Trend Matrix, Multi-Screen Analysis, Ideas Landscaping, Trend of Functionality Evolution, etc.

Mr. Souchkov participated and presented at multiple innovation and TRIZ-related conferences and other events. He is also a prominent TRIZ trainer delivering 168 TRIZ seminars during last 18 years. The total number of people who trained on TRIZ is over 4,000.

Mr. Souchkov got a solid theoretical education in TRIZ, attending training seminars of leading TRIZ Masters (N.Khomenko, B.Zlotin, A.Zusman, L.Kaplan, Z.Royzen, and V.Gerasimov). I am also proud to have Mr. Souchkov among my students. He is a founding member of the European TRIZ Association (ETRIA) and member of TRIZ R&D Council of MATRIZ.

Mr. Souchkov's solid theoretical basis and practical skills allow him to foresee future of TRIZ development and suggest a number of specific directions for this purpose.

The documents attached to his application confirm that Mr. Souchkov is a true TRIZ expert and active developer. I recommend to the MATRIZ Certification Board to grant Mr. Souchkov the diploma of "TRIZ Master on Merits" of the International TRIZ Association.

Simon S.Litvin, Ph.D.
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