

## Karl P. Ronn

**Karl P. Ronn**  
**Independent Consultant**  
**Innovation Portfolio**  
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Managing Director of Innovation Portfolio Partners, a Silicon Valley based firm that helps CEOs and the Top Management of Fortune 500 companies find and develop new to the world products and services. He also co-founded VC-backed Butterfly Health that introduced Butterfly body liners nationally in September and is developing a software company building diagnostic competency for physicians using virtual human simulations of top medical school cases.

Prior to starting his own innovation firm, Karl was Vice President of Research & Development and General Manager of New Business for The Procter & Gamble Company. Swiffer, Febreze and Mr. Clean Magic Eraser are billion dollar businesses he helped to create and grow.

In his thirty years with P&G, he was responsible for the Global R&D for Pharmaceuticals and Over-the-Counter Health Care including Actonel, Vicks, Prilosec, and In-home Diagnostic Tests. Prior to Health Care he was responsible for Household Cleaning Products and Gillette's Duracell Batteries. He has also managed Beauty Care businesses and started Diaper and Maxipad businesses across Latin America. Corporately he helped develop

the Company's capability to create disruptive innovations.

He is on the advisory boards of Johns Hopkins Bloomberg School of Public Health and the University of Toledo. He is a member of TED conference and has been a speaker at the Mayo Clinic, Consumer Medical Conference, AMA and other innovation forums. His market creation book, *The Reciprocity Advantage*, publishes in Fall 2014.

Karl is married to Elizabeth Ronn, a former P&G Marketing Vice-President, and resides in Palo Alto, California.