

Johnson & Johnson Consumer Companies Create Innovation Culture with Invention Machine Software

Innovation remains one of the top strategic priorities for the majority of companies surveyed by Boston Consulting Group for its annual report on innovation. Sixty seven percent of respondents said their companies will increase spending on innovation as competitive pressure rises across all industries.

Johnson & Johnson Consumer is one such organization, committed to increasing its strategic investment on innovation and promising technologies to further strengthen its position in the fastest growing segments of the health care industry. Collaborating with Invention Machine, a leading innovation software provider, the Company built an environment where teams can accelerate product development and innovate consistently.