

## About Iouri Belski



**Dr. Iouri Belski** received a B.Eng. and M.Sc. in Automation and Electronics in 1981, and a PhD degree in Physics in 1989 from the Moscow Institute of Physics and Technology (Dolgoprudny, Russia).

He spent over 12 years with the "PHONON" Scientific Research Institute in Moscow, Russia. As a Project Leader and Project Deputy Leader, he developed sensors, piezo-acoustic, microelectronics and microwave devices. He also worked with the Russian-USA Joint Venture "TECOM" as the Head of Department of Innovations. Since relocating to Australia, he continues his academic work and research as the Associate Professor of Thinking and Problem Solving with the School of Electrical and Computer Engineering at the Royal Melbourne Institute of Technology. RMIT honoured him with the 2004 and 2005 RMIT Teaching Awards. In 2006, the Australian Government awarded Dr. Belski the Citation For Outstanding Contribution to Student Learning: *for the creation of innovative methodologies and imaginative resources, which help students in enhancing thinking and problem solving skills*. In 2007, the RMIT Vice-Chancellor presented Dr. Belski with the inaugural Vice-Chancellor's Distinguished Teaching Award.

Dr. Belski has received a number of Research and Development grants totalling to over \$1,000,000. He is the author of many research papers, a book on contemporary Substance-Field Analysis and has been granted over 20 patents. Utilisation of these patents resulted in over \$3,000,000 worth of profits for the employers.

Iouri Belski is an acknowledged expert in the Theory of Inventive Problem Solving (TRIZ) and the founder and Principal of TRIZ4U – the leading TRIZ consultancy in the Asia-Pacific. He is also the President of the Asia-Pacific TRIZ Association. Dr. Belski is the author of the Method of the Ideal Result and the Contemporary Substance-Field Analysis. *Business Review Weekly* devoted an article to his work in 1999. He was also interviewed by *Management Today* and *The Business Improver*.

In recent years, he has been invited to speak at numerous meetings and conferences world-wide. Dr. Belski has also lectured on thinking and problem solving at the University of Michigan (Ann Arbor, MI, USA) and North Carolina State University (Raleigh, NC, USA). Since 2002, he has been running courses in systematic thinking at the National Institute of Education of Singapore. From 2006, his thinking course has been conducted at the Royal Melbourne Institute of Technology as a university-wide elective. Since 2007, Dr. Belski conducts thinking courses for the staff of the Republic Polytechnic of Singapore.

Since 1999, Iouri Belski has facilitated numerous in-house and public training programmes introducing TRIZ systematic thinking to the staff of many companies. These companies included:

- Kraft, Bosch, Energy Australia, Shefenacker Vision Systems, Honeywell, R. M. Williams, SOLA, Mitsubishi, Monash Accident Research Centre, Masterfoods of Australia;
- Appliances Components Companies (ACC), Austria;
- Becton Dickinson, Singapore Technologies Engineering, Ministry of Defence, Singapore Institute of Manufacturing Technology, DSO National Laboratories of Singapore;
- DELL, ALCOM, TCI, Texas Instruments, TELECOM of Malaysia.

The Chinese High School (now Hwa Chong Institution) of Singapore launched his thinking courses in March, 2004. After recent approval by the Ministry of Education, from January 2008 his course on Substance-Field Analysis has been introduced to even more secondary school students in Singapore.