

# Who am I?

## Karen Guldbæk Schmidt

**“Wow, that is really interesting, it reminds me of...”**

This is a sentence I have thought and said many times throughout my life. Inspiration comes from many sources, and often ideas pop up from the most unexpected places – seemingly unrelated.

Curiosity is one of my big drivers, and I love solving problems and making creative connections between solutions. Since childhood I have been using tools and materials in different contexts than originally intended. Ring binders became doll houses with furniture made from recycled materials and textiles coloured with those berries that anyway made unremovable stains on my own clothes and hands.

The boundary-crossing inspiration continued in my work life. Ideas originating from my research background as a planetary physicist were used in a different context working as a petrophysicist in the oil industry. I have always been excited to share these connections with others - who might get it or not – and continue to do so, engaging others in working on ideas.

It is important to me that we find clever working solutions, and I most enjoy the unexpected ones as they inspire to new thoughts and bring the excitement needed to follow through for getting something to work. Through Radical Innovation Sprints it has been proven over and over again that the most unexpected solutions come from people sharing their expertise at the boundaries of overlap between different knowledge areas, and it has been a true pleasure enabling others in this process.

With the book I hope that more application areas will benefit from our experiences and I cannot wait to continue spreading the concept.



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