

# Matt Greeley



CEO and Founder,  
BrightIdea

As founder and CEO of Brightidea, **Matt Greeley** is no stranger to building a leading-edge tech business. He's a computer engineer who also studied creativity and marketing at Stanford University. And he did time in the trenches of a hedge fund before starting up Silicon Valley enterprise software provider Alyanza Software. Just before launching Brightidea in 1999 Greeley helped Wrenchhead.com raise over \$100 million in venture funding.

Matt Greeley sees a power grid of another kind forming. He calls it, "the innovation grid," and his company, San Francisco-based [Brightidea](#), is taking its place as purveyor of online tools to facilitate the flow of new ideas and help companies capture them, whether they come from staff or strangers.

Indeed, GE's is just one of more than 300 companies using Brightidea's Facebook-style software platform. Bosch, American Express, Adobe, Cisco and others, all monitor the social process of innovation from concept to cash with their on-demand innovation management platform.

Now Greeley tells *Fast Company* how innovation contests can go beyond buzz to bringing unexpected, workable, cost-effective solutions to market and why companies should be open to ideas from everywhere--even from their stock boys.

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