



**Cracking the Innovation Code:**

# **The Evoqua Journey**

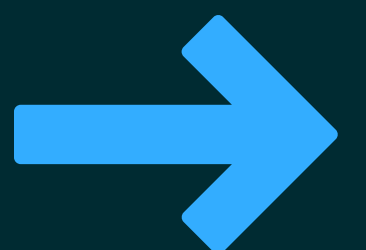
**WITH ANN PERREAULT**

**(VP Strategic Marketing & Growth)**

**& JOSHUA GRIFFIS**

**(Director of Technology & Innovation)**

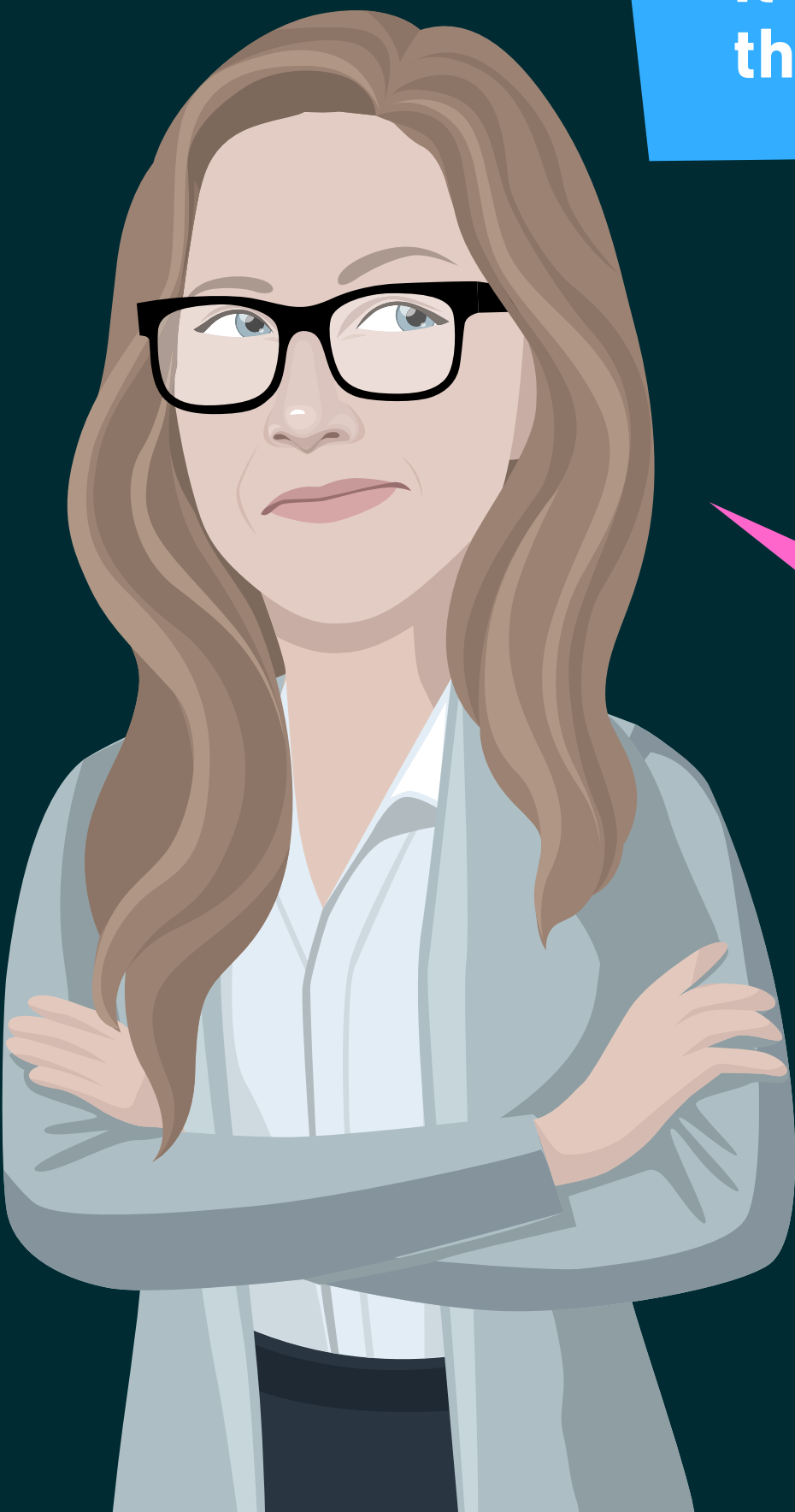
**@ Evoqua Water Technologies**



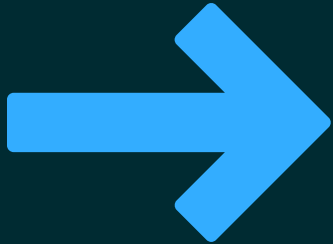
# Let's jump straight into it:

(DON'T!)  
**WASTE WATER**

Creating a safe space for innovation bridges engineering and the creative landscape. Engineering is the repeated application of technology, but it's the art of what's possible that counts.



For us, it's not about one product. We look at it from a solution standpoint. We focus on outcomes!



**Nothing too uncommon so far, but how does it translate in practical terms?**

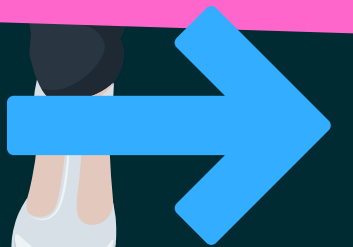
(DON'T!)  
**WASTE WATER**



**We're pointed towards IP development and use that to shield the partnerships we establish. Internally, we're always on the hunt for next-gen products.**



**Apart from internal development, our strong choices in acquisitions have been game-changers. We're also investing in platforms and ecosystems. These don't show up in R&D numbers but play a huge role.**



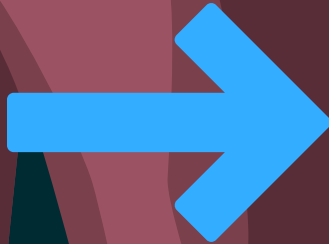
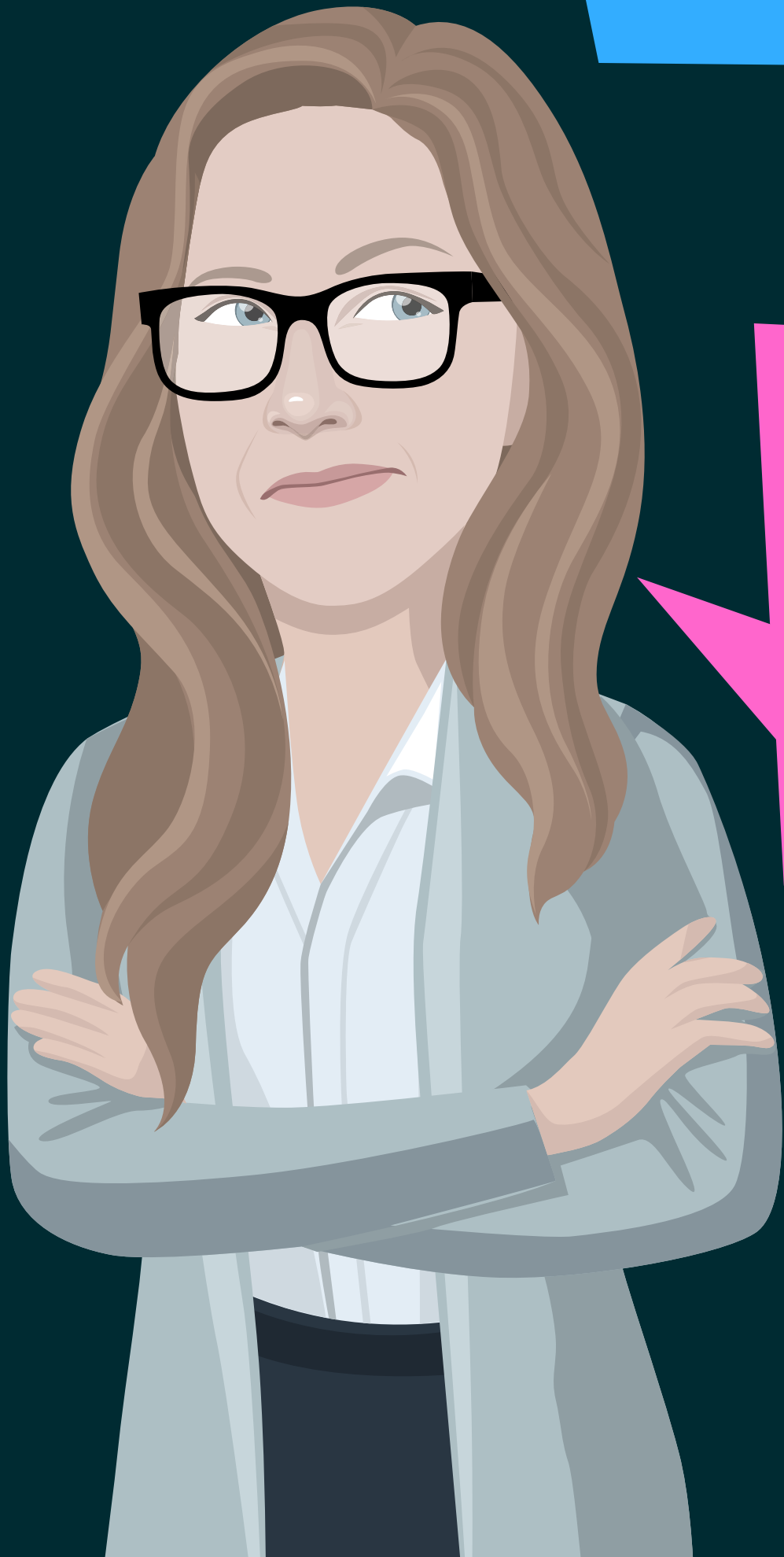
**But what about failures?  
Isn't that scary?**



(DON'T!)  
**WASTE  
WATER**

**Failure is almost  
an understood.**

**Exactly. The intent is  
to fail fast or learn  
fast. Startups often  
serve as our  
learning grounds.**



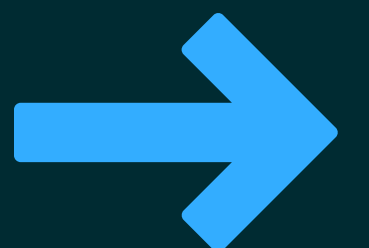
Well, that's a clear whiteboard plan. But to roll it out there's a clear keyword: **collaboration**.

(DON'T!)  
**WASTE  
WATER**



**COLLABORATION**

Sales, product management, and R&D must work in harmony. If they don't, that's where you miss.

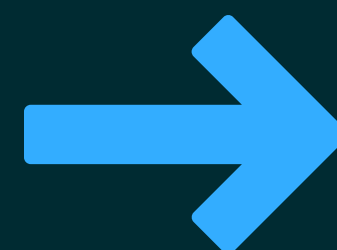


That's where the two brains we have on the mic' **build** an interesting team:

(DON'T!)  
**WASTE WATER**



We complement each other well. The KPIs we follow include IP, work products, personal development, and, of course, safety.



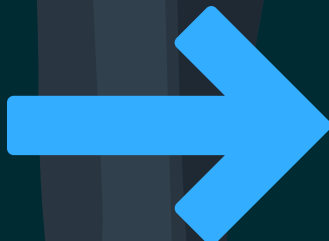
**One important disclaimer though:** you can't successfully "innovate" in the middle of the desert. So it all starts with clearly outlining the challenges to solve:

(DON'T!)  
**WASTE WATER**



You never get the problem defined in the first answer. If you don't dig deep enough, you miss out on understanding the barriers.

And speaking of barriers, you need to understand a technology before you can apply it. Then you move from 'crawl' to 'walk' to 'run.'



Now, **innovate as much as you want**, the rubber still needs to hit the ground:

(DON'T!)  
**WASTE WATER**



The pace of innovation is phenomenal. But for customers to adopt it, especially if it's a new approach, it takes time.





What can we take away from this Evoqua playbook?

Innovate with purpose, be willing to fail fast, and always keep an eye on the outcome, not just the product.

(DON'T!)  
**WASTE WATER**



It's about aligning the company and the person. When that happens, magic occurs



So, if you're fishing for a formula to skyrocket your water tech venture, **you might just find your golden ticket** in the way Evoqua harmonizes innovation, strategy, and execution.

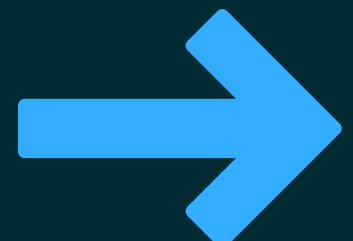
(DON'T!)  
**WASTE WATER**



**And remember:**

**Being a part of the solution drives that forward.**

**Take it, run with it, and make some magic happen.**



**Grab more value by listening  
to the full interview with  
Ann & Josh on the**



**Podcast.**



**Check it out!**