

## IBM's Harriet Green Named One of Fast Company's 100 Most Creative People in Business

ARMONK, N.Y., June 7, 2017 /PRNewswire/ -- IBM (NYSE:[IBM](#)) today announced that *Fast Company* has named IBM's [Harriet Green](#) one of its **100 Most Creative People in Business** for 2017. The annual list honors an influential and diverse group of leading thinkers from a vast range of global industries, from tech and design to entertainment, media, government and nonprofit, health care, and food.

To see the complete list go to: [fastcompany.com/most-creative-people/2017](http://fastcompany.com/most-creative-people/2017)

Harriet Green is currently General Manager of [Watson Customer Engagement](#), [Watson Internet of Things](#) and [Education](#) at IBM, driving growth in IBM's high priority and key growth initiatives. Across these business units, Harriet is helping usher in a new era of cognitive business, helping clients unlock value in new insights from the massive amount of data they generate each day.

In the **Most Creative People** list, Harriet is recognized "for alerting businesses to Watson's potential." "I don't much believe in artificial intelligence," says Harriet Green, who is one of the executives helping to run IBM's AI platform. "I believe in augmented intelligence. With Watson, we can augment capabilities that clients already have."

Introduced in 2009, the **Most Creative People** list was quickly established as one of *Fast Company's* most esteemed franchises. Each year, the magazine's editors present an all-new list of 100 chosen according to a proprietary methodology—honorees can't repeat and anyone previously profiled in the print magazine is excluded. The resulting group represents highly accomplished, dynamic individuals whose work and ideas are driving the world forward. This year's honorees join the expanding community of *Fast Company's* Most Creative People 1000.

"Our editors scour the globe to identify the newest additions to the Most Creative People list. Each of the individuals we are spotlighting are making a sizable impact on business. I am truly awed and inspired by their achievements," says Robert Safian, Editor, *Fast Company*.

*Fast Company's* **Most Creative People in Business** issue (June 2017) is available online now at [fastcompany.com/most-creative-people/2017](http://fastcompany.com/most-creative-people/2017) and on newsstands beginning May 22. Join the Most Creative People conversation using **#FCMostCreative**.

For more information about IBM, please visit [www.ibm.com](http://www.ibm.com).

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