



# Alp Lin

Ph.D. (Post-Ph.D.) Senior Engineer

National Innovation Method Standard Committee Members of the Association.

Founder of Beijing IWINTALL Ltd

Served in consulting related fields for up to 20 years

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## EMPLOMENT:

- ❑ Aug. 2002—March 2007, Beijing IWINT Ltd, Sales Director (and technical support manager)
- ❑ March 2007—2018, Beijing IWINT Ltd, General Manager, responsible for marketing, sales, and technical support
- ❑ March 2018—current, Beijing IWINTALL Ltd, General Manager, responsible for Growth &Innovation and Digital Transformation

1. Manage daily sales activity , target defense industry, State-owned large and medium-sized enterprises, and universities. Manage up to 20 sales.
2. Manage daily activity for technical support for up to four regions, including pre-sales and after-sales support, training, implementation, and consulting.
3. Government BD. Identify new business opportunity.
4. Channel management: manage distributors and resellers.

Responsibility as technical support manager:

1. Conceptual design and innovative design in the process of new product development began in 1998.
2. Research on the innovative design of computer-aided products.
3. The relevant research results have been published in the Journal of Mechanical Engineering, China Machinery Published in Machinery Engineering and other magazines.
4. The relevant research results have been published in the Journal of Mechanical Engineering, China Machinery Published in Machinery Engineering and other magazines.
5. Compiled (translated) books "TRIZ Tips for Realizing Technological Innovation", "Technological Innovation Implementation Methodology-DAOV", etc.

Responsibility as Product presales and after-sales:

1. working on the the core ideas of TRIZ theory and CAI application technology research,
2. software development and marketing development for TRIZ.

## Membership

- ❑ Deputy Secretary-General of the Innovation Method Research Association.
- ❑ Member of the National Innovation Method Standards Committee.
- ❑ Member of the Innovation Method Teaching Guidance Subcommittee of the Ministry of Education.
- ❑ Member of the Praesidium of the International TRIZ Association, Director of the China Creation Society.
- ❑ Deputy Director of the Innovation Engineering Branch of the China Creation Society.
- ❑ China's first international TRIZ is a member of the fourth-level certification of the Association, and it is also the first in China.
- ❑ Experts with international TRIZ certification and authorization qualifications.
- ❑ Member of the Academic Committee of Sichuan Key Laboratory of Innovative Methods and Innovative Design.
- ❑ Chairman of Inner Mongolia Innovative Methods Research Association.
- ❑ Deputy Director and Member of the Innovation Engineering Branch of the Chinese Society of Creation.
- ❑ Guest and part-time professor of many universities.

## Certificates

- ❑ In 2008, the company's computer-aided innovation software successively won the informatization of China's manufacturing industry. Engineering Product Innovation Award; "Gift to the 30th Anniversary of Reform and Opening Up • China Software Industry Series Award". Activity "China Software Industry Innovative Design Software Trusted Products" Award.
- ❑ In 2009, General Manager Lin Yue was awarded the "2009 Beijing" by the Beijing

Enterprise Evaluation Association. Enterprise Evaluation Association Science and Technology Innovation Person Award.

- In 2011, it was awarded by the Ministry of Science and Technology as the "Excellent Group for the Implementation of the 'Eleventh Five-Year Plan' National Science and Technology Plan' Team Award"
- In 2012, General Manager Lin Yue won the third prize of the Science and Technology Progress Award of Xinjiang Uygur Autonomous Region Award.
- In 2014, General Manager Lin Yue was selected as the product quality innovation of Beijing Product Evaluation Center. Contribution Award - Character Contribution Award; Awarded as the "Innovative Talent of Chaoyang District" Award by Chaoyang District, Beijing
- In 2017, General Manager Lin Yue won the Science and Technology Award of AVIC Industrial Group.
- In 2020, General Manager Lin Yue won the title of "The Most Beautiful Science and Technology Worker" of the Beijing Science and Technology Association.
- In 2020, General Manager Lin Yue won the second prize of the Beijing Science and Technology Progress Award.
- In 2022, General Manager Lin Yue won the cross-training of high-level talents in Beijing Higher Education Institutions. Recognition of the results of the "training plan". The honorary title of "Innovation Talent" of Beijing Enterprise in 2022.
- 2024 Innovative Method Research Association Innovation Method Achievement Award.

## Education

- 2002.8-2004.8 Beijing Institute of Technology Post Doctor completed the scientific research tasks during the station
- 2000.3-2002.8 TianJin University PhD
- 1997.9-2003.3 TianJin University Master Degree of Engineering
- 1993.9-1997.8 TianJin University Bachelor Degree of Engineering

## Published papers

1. Lin Yue, Niu Zhanwen, Xu Yanshen, Computer-aided Product Innovation Based on TRIZ, China Mechanical Engineering, 1999 (Supplement): 25 ~ 27.
2. Lin Yue, Xu Yanshen and Niu Zhanwen, the innovation of mechanical products based on the field analysis method, Journal of Tianjin University, 2001(34), 1:99 ~ 102.
3. Lin Yue, Xu Yanshen, Niu Zhanwen, etc., based on value engineering product innovation research Analysis and Evaluation of Elephants, Mechanical Design, 2001(18), 3:8 ~ 11.
4. Lin Yue, Xu Yanshen, Xiao Xuefu, "Product Innovation Design Based on Innovation Source Analysis," Modular Machine Tool & Automatic Manufacturing Technology, 2001, 11: 54-57.
5. Lin Yue, Li Haisheng, Duan Haibo, "Preliminary Study on Integration of Computer-Aided Innovation Design Platform and CAD Systems," Mechanical Design, 2004, Vol. 21 (Special Issue).
6. Lin Yue, Xu Yanshen, Duan Haibo, "Research on Key Technologies and Applications of Computer-Aided Mechanical Product Innovation," Modular Machine Tool & Automatic

Manufacturing Technology, 2004, (3).

7. Lin Yue, Duan Haibo, Huang Fenglei, Li Haisheng, "Research on Implementation Models of Computer-Aided Innovation Design Technology in Technological Innovation Engineering for Aviation Enterprises," Science & Technology Progress and Policy, 2005, (2).
8. Lin Yue, Duan Haibo, "A Framework for Computer-Aided Innovation Design Platform Based on TRIZ and Domain Ontology," Machine Design and Research, 2005, Vol. 21, No. 2: 21–24.
9. Niu Zhanwen, Xu Yanshen, Lin Yue, et al., "TRIZ: A Scientific Methodology for Invention and Innovation," China Mechanical Engineering, 1999, 10(1): 84–89.
10. Niu Zhanwen, Xu Yanshen, Lin Yue, et al., "Computer-Aided Innovation Technology: A Key Enabler for Product Innovation," Journal of Mechanical Engineering, 2000, 36(1): 11–14. (Indexed by EI, Accession number: EI00065196398).
11. Zhang Fuying, Xu Yanshen, Lin Yue, "Innovative Design of a Punching Machine Based on Technical Contradiction Resolution Principles," Mechanical Design, 2002, (Supplement): 12–14.
12. Wu Wenzhong, Lin Yue, Huang Fenglei, "Critical Issues to Be Addressed in Software Development for Product Innovation Assistance in Manufacturing," Proceedings of the Academic Conference on Digital Design and Manufacturing, November 2003.
13. Song Baohua, Duan Haibo, Lin Yue, "Computer-Aided Innovation Technology for Product Design," Mechanical Design, 2004, Vol. 21 (Special Issue).
14. Lin Yue, Song Baohua, Duan Haibo, Huang Fenglei, "Modern Semantic Technology and Its Applications," Application Research of Computers, 2005, Vol. 22, No. 6.
15. Haibo Duan, S Pesetsky, Yue Lin. TRIZ education with computer based training system. Proceedings of 4th TRIZ Future Conference. Florence (Italy), November, 2004
16. Batchilo Leonid, Lin Alp, Duan Hyman. Combining Cause-Effect Analysis and TRIZ Nine Screens. Proceedings of TRIZ Future Conference 2005, Graz, Austria, 255-262
17. Duan Hyman, Lin Alp, Batchilo Leonid, Huiyu Wang. CAI Tool Case Study of Reducing Vibration of Diesel Engine Lubricating Oil System. Proceedings of TRIZCON 2006, Altshuller Institute for TRIZ Studies, April 2006, Milwaukee, WI, USA
18. Research on Cultivation Mode of Consultants in TRIZ Methodology ,Alp Lin (China), September 2018,MATRIZ.
19. Lin Alp, Zhang Kai , Evolution Analysis and Prediction of Shower , September 2019,MATRIZ.
20. Lin Alp,Yan Zhao, Dongshuang Xu, A Case Study Of Enterprise Product Research And Development Based On Customer Demand , September 2021,MATRIZ.
21. Chuanwen Wang\*, Yue Lin\*, WeiDong Wu, Dongshuang Xu, Optimal Design of Airport Baggage Chute System Based on TRIZ Theory, September 2021,MATRIZ.
22. Chuanwen Wang, Alp Lin, Dongshuang Xu, Claire Liu, Cause-effect Chain Analysis of Different Types of Engineering Problems, TRIZfest-2022-Proceedings, September 2022, 70-77.

## Obtained patents

- ❑ In December 2018, a pressure cooker pressure control device patented.
- ❑ In February 2019, the method and system of product innovation design invention patent.

## **Published works**

1. "TRIZ Tips for Realizing Technological Innovation": Heilongjiang Science and Technology Publishing House, 2008.7, the first translator;
2. "DAOV - Technology Innovation Implementation Methodology": China Science and Technology Publishing House, 2009.12, the first author;
3. Research and Application of TRIZ Innovation Theory: Hualing Publishing House, 2010.5, No. 2 Author.
4. "Cutting, Miniaturization and Idealization Based on TRIZ Convolution Technology": 2019.9, The first translator;
5. The Art of TRIZ: Yanshan University Press, 2020.7, the first translator;
6. Efficient Innovation: China Workers' Publishing House, 2020.10, the first author.

## **Publications related with certification work:**

1. Function-antifunction and system-antisystem in TRIZ: Inverse systems and their role in technology evolution Dr Sergey Yatsunenko, Dr Alp Lin, Dr Sergei Ikovenko, TRIZ Review, Volume 3, October 2025, ISBN 978-83-972661-1-7.
2. Technologiczne mapy drogowe – casus Samsung i Kodak, Dr Sergei Yatsunenko, Magdalena Krupińska, Dr Alp Lin, Błażej Czajkowski, Production manager 3/2025.
3. Cykl życia produktu w erze masowej personalizacji, Magdalena Krupińska, Dr Sergei Yatsunenko, Dr Sergei Ikovenko, Dr Alp Lin, Production manager 2/2025.