

Quotable Moments from the  
**2018 R&D 100 CONFERENCE**

Missed our event?  
Here are some quick  
takeaways presented by  
top leaders in R&D.

The fourth annual 2018 R&D 100 Conference took place at the Waldorf Astoria in Orlando, Florida, November 15 and 16, with a focus on accelerating the R&D pipeline as part of this year's theme, "*Path to Success: Innovation & Technology Transfer Strategies in R&D.*"



“Innovation leads to customer loyalty.”

The 2018 R&D 100 Conference kicked off with keynote speakers Charles L. Colby, chief methodologist and founder of Rockbridge Associates, and Gina D. Woodall, president of Rockbridge Associates, presenting the **American Innovation Index (Aii)**, the first comprehensive study to quantify and rank innovativeness as experienced by customers. Attendees learned why innovation *really* matters to customers.

The first general session of the conference, "*Measure Twice, Invest Once: Analytics Can Cost You a Bundle if You Don't*" was presented by Figen Ülgen, PhD, the general manager of the Rack Scale Design Group within the Datacenter Group at the Intel Corporation. During her talk, Ülgen explained the true cost of integrating analytics into the backbone of your business and how to assure the total cost of ownership equation works to your company's benefit in the short and the long term.



“Analytics has the potential to unlock significant value across industries.”



“In the future, big data and analytics will help determine if R&D investment will result in a ROI.”

The event also included the session "*Corporate R&D Spending: Art or Science?*" presented by Bradford L. Goldense, the CEO of Goldense Group, Inc., a consulting, education and research firm that provides advanced business and technology management services to companies that create and commercialize products. In his talk, Goldense discussed how management science is changing, and how companies can take advantage of those changes to improve their ROI.





“Seventy-five percent of all the R&D spend in the world happens outside of the U.S.”

Day one of the conference concluded with an *“Exclusive Preview of the 2019 Global R&D Funding Forecast”* by R&D Magazine’s contributing editor Tim Studt. Attendees at the R&D 100 Conference got a first-hand look at this much-anticipated in-depth report, which is created by the editors of R&D Magazine and has been published annually since 1959 as a public service for R&D executives, scientists, engineers and research managers for the preparation of their annual R&D budgets and the evaluation of the current R&D environment.

Conference day two kicked off with a keynote titled *“Finding the Future: How the Best Organizations Scout Emerging Technology”* presented by Scott Kirsner, co-founder of Innovation Leader, a Cambridge-based information service focused on helping innovators in large companies. During his talk, Kirsner discussed how large companies scout the trends and technologies that will be most relevant to their future success and how they then introduce those concepts to their colleagues throughout the organization, and get initial experiments and pilot tests going.



“Scouting efforts must have multiple paths – we don’t always know exactly where innovation is going to lead.”



“We need to move people’s thinking from my lab is my world to my world is my lab.”

Identifying what innovations are about to enter the marketplace is only part of the battle. In order to keep up with competition, it is also important to be able to create innovative products quickly. In her talk, *“Innovate at Speed: Sustaining Innovation in a World of Rapid Change”* Christie McCarthy, the director of New Product Realization for Corning Life Science, tackled this challenge. Her talk focused on how Corning leverages classic R&D principles with evolving innovation methodologies to innovate at speed.