GGI
Seminar Series

R&D Innovation Summit

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R&D - PRODUCT DEVELOPMENT INNOVATION SUMMIT

SUMMIT AGENDA & Table of Contents

DAY 1 TOPIC	DAY 2 TOPIC	DAY 3 TOPIC
Living In Reality Innovating In Reality Challenges & Benefits Product Selection IP Selection Innovativeness Of　Everyday Tools Incorporating　Innovation Tools	**Lead User Analysis**	**Software Tools & Applications**
	Six Hats　**Exercise - Six Hats**　**Triz**	**Insourcing & Outsourcing**　**Metrics & Measurement**
LUNCH	**LUNCH**	**LUNCH**
Driving Innovative Cultures	**Semantic Processing**	**Rewards, Recognition, & Incentives**
Innovation Tools • **Introduction** • **Inventory** • **Analysis**　**Exercise - CWP**	**IP Management** • **History** • **Current Practices** • **Market Valuations** • **Communicatin IP** • **Strengthening IP Value** •**IP Business Processes**	**Summary**

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APPENDICES

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APPENDIX A: Course Leaders

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Appendix A - Course Leaders: Bradford L. Goldense NPDP, CMfgE, CPIM, CCP

Brad Goldense is Founder and CEO of Goldense Group, Inc. [GGI], a seventeen-year old Needham, Massachusetts consulting and education firm concentrating in advanced business and technology management practices for line management functions. Mr. Goldense has consulted to over 150 of the Fortune 1000 and has worked on productivity improvement and automation projects in over 400 manufacturing locations. He has worked in North America, South America, Europe, Asia, and the Middle East. Abbott Laboratories, Bayer, S.C. Johnson, Ford, General Motors, John Deere, Philips, United Technologies, Carrier, Molex, Monsanto, Bose, and Shure are representative among GGI's clients.

Mr. Goldense is a member of the faculty at the Gordon Institute of Tufts University in Medford, MA. He holds a BS in Civil Engineering from Brown University and an MBA in Cost Accounting and Operations from Cornell University. Brad is a certified New Product Development Professional [NPDP] by the Product Development and Management Association, a Certified Manufacturing Engineer [CMfgE] by the SME, a Certified Computer Professional [CCP] by the ICCP, and is Certified in Production and Inventory Management [CPIM] by the APICS. He is Worldwide President of Society of Concurrent Product Development [SCPD]. He is a member of Cornell University's Technology Transfer Committee and recently served a three-year term on Cornell's Advisory Council. Brad is a past member of the Board of Directors of the American Society for Engineering Management [ASEM].

Mr. Goldense has been an invited guest on Alexander Haig's World Business Review and has appeared on Public Television, PBS The Business & Technology Network, and CNBC. Brad has authored or been quoted in over 150 articles on competitive product development and manufacturing with known industry publications such as CFO, Design News, Machine Design, Purchasing. He is an internationally recognized expert in rapid product development practices, and in R&D metrics.

Prior to founding GGI in 1986, Mr. Goldense held positions at Computer Sciences Corporation's Index Group, Price Waterhouse, Lester B. Knight & Associates, and Texas Instruments.

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Appendix A - Course Leaders: John R. Power, PMP

John R. (Dick) Power is Director of Executive Education and Director of Intellectual Property at GGI. Mr. Power has been practicing in the advanced and new product development and production areas for over thirty years.   He is highly experienced in project management of large and complex high technology products from initial phases of technology evolution through production, distribution and sustaining support.

Mr. Power served as a US Army Signal Corps officer for thirty years, retiring as a Colonel in 1992. For most of that career he was a leader in acquisition of electronic systems for the Army, serving as a Procurement Officer, Agency Manager, Product Line Manager and Major System Program Director. In his role as the Program Manager for the Army Mobile Subscriber System, Colonel Power was responsible for a $4.3 Billion program that developed, produced, tested and distributed a complete combat mobile telephone system to the Total Army. Noteworthy is the fact that the system was delivered on time and within budget, passed its field tests, and performed powerfully during Desert Storm. Previously Colonel Power had headed product development and production/deployment efforts for the Army's family of Automated Test Support Systems.

Mr. Power worked for eight years with GTE Corp.; four years in the GTE Government Systems Corp. where he was Director of Total Quality. In that capacity Dick lead the company through its quality transformation and ISO 9001 certification, he organized and coordinated their benchmarking activities, and he provided consulting and facilitation to product development and reengineering teams. He subsequently became the GTE Corporate program manager for information security and remained there until GTE's merger with Bell Atlantic to form Verizon Corp. Dick has established contacts with telecommunications and technology product companies around the world from his military acquisition and benchmarking experiences.

Mr. Power holds a BS degree in Business Administration from Northeastern University and an MBA from Babson College. He is a graduate of the Defense Systems Management College Systems Acquisition course and the Industrial College of the Armed Forces. He also holds a Diploma in Financial Management from Boston University. He is currently a Certified Financial Planner certificant (CFP) and was previously certified as a Project Management Professional (PMP).

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Appendix A - Course Leaders: Donald M. Stewart

Donald M. Stewart is a Principal Affilliate of GGI. Mr. Stewart has been practicing in the marketing and new-product business strategy areas for the past thirty-five years, and in the concurrent engineering area for the past fifteen years. He is highly experienced in both out-bound and in-bound marketing, and in product development.

Out-bound marketing centers on helping clients identify new market areas and penetration strategies, positioning products in the marketplace, and improving marketing and sales function productivity. In-bound focuses on implementing concurrent product development processes that emphasize learning from the customer, defining product needs in competitive marketplaces, and in selecting and justifying product designs. Don also consults in the specification and selection of marketing and engineering design automation systems.

Mr. Stewart worked for twenty years with Teradyne, Inc. Teradyne is the leading U.S. designer and manufacturer of semiconductor test systems. Don held a variety of positions at Teradyne including product manager, sales manager, sales engineer, and market support engineer. He has first-hand knowledge of product development practices in a wide range of technology-oriented companies in the U.S., Pacific Rim, and Europe. Don has done business with hundreds of companies around the world. He is an expert in semiconductor equipment; and in capital equipment marketing, design, and manufacturing.

Mr. Stewart holds a BS degree in Electrical Engineering from MIT, and an MBA degree from Harvard Business School. He has spoken at industry conferences on the topics of product specifications and production equipment, and has authored several articles in the trade press.

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John Cronin a guest instructor at GGI's Innovation Summit. John is Managing Director and Chairman of ipCG, an intellectual property consulting and education firm. Capitalizing on a life long study of creative and inventive thinking processes, business strategy development, and transaction negotiations, John has created the unique ipCapital System methodology, which extracts and documents invention, identifies opportunity and risk, drives transactions to completion, and creates significant market value from intellectual property (IP).

John has led ipCG from a small consulting practice to the largest professional services firm of its kind, serving over 350 clients since 1998. Prior to founding ipCG, John was a distinguished inventor at IBM for 17 years. As a member of the senior technical staff and the prestigious IBM Academy, John led an intellectual asset team that spearheaded efforts to produce and manage the development of IP. Eventually known as "The IBM Patent Factory," this select group supported the division that increased IBM's annual licensing revenue from $30 million in 1992 to more than $1 billion in 1997 and every year thereafter.

John holds a BSEE, an MSEE, and a BA degree in Psychology from the University of Vermont. Additionally, John is a member of the Advisory Board for Color Kinetics.