Georgia Tech Scheller College

Innovation Management Consortium Program

Next Dates: October 22-26, 2018
World Class Thought Leadership

- This program features dynamic classroom learning sessions on entrepreneurial principles and creative processes.
- Lessons will be activated immediately to drive product innovation in facilitated or private teamwork sessions.

Co-Academic Director
Innovation Management Consortium Program

Maryam Alavi, PhD
Dean,
Stephen P. Zelnak Jr. Chair
Scheller College of Business
Innovation Management Consortium Program (IMCP)

Immersive Program Setting: Georgia Tech Innovation Ecosystem

Tech Square: Corporate America’s Top Destination. Lured by Georgia Tech’s talent and research, Fortune 500 corporations such as AT&T Mobility, Delta Airlines, NCR Corp., and The Home Depot have established R&D centers in Tech Square — an 8-block mixed-used development that is home to startups, venture capitalists, research labs and business incubators.
Innovation Management Consortium Program

Leveraging the innovation ecosystem of Technology Square, this Georgia Tech Scheller College certificate program will help innovation leaders apply the latest thinking for continually creating new business models, improving customer experience, leveraging value propositions, opening new markets, and launching new products. Intact teams will work on real-world innovation projects, translating ideas into action and creating business impact.

Consortium and Advisory Members

Georgia Tech
Best Current Thinking

Project-Based Learning
“Live” Innovation Challenges

Consortium Members
Leaders Teaching Leaders
World Class Thought Leadership

- The setting in our executive development center provides collaborative learning opportunities to facilitate “out of the box” thinking and idea generation
- Past participants report unprecedented success with team effectiveness and new product development by employing our design process

Nishant Dass, PhD
Associate Professor
Scheller College of Business

Academic Director
Innovation Management Consortium Program
Innovation Management Consortium Program

High-level Design

**PHASE I**

- Project Sponsorship, Team Selection & Pre-Program Preparation

**PHASE II**

- Project scoping
- Project selection
- Participant selection
- Pre-work activities
- FourSight Profile Assessment & Team Webinar

**PHASE III**

- Project presentation
- Project team feedback
- Hand-off / transition
- Ongoing project execution

**5 Days On Campus**

- AM Focus: Cohort-based Classroom Learning
- PM Focus: Intact Team Applied Learning

**Project Reports & Feedback**

- Sponsor Check-in
# Innovation Management Consortium Program

## Day 1 (Mon, October 22)

**316 Exec Ed Center**

- **Big Picture & Business Model Canvas**
  - Breakfast Available
  - Rich Reading Room 7:00 – 8:00am

**Welcome 8:00am**

**Professor Nishant Dass**

**Session 1A**

**Leadership in the Smart Machine Age**

- **Ed Hess**
  - 8:30 – 10:15am

## Day 2 (Tue, October 23)

**316 Exec Ed Center**

- **Value Proposition & Customers**
  - Breakfast Available
  - Rich Reading Room 7:00 – 8:00am

**Session 2A**

**Navigating Digital Innovations**

- **Dean Maryam Alavi**
  - 8:00-9:45am

## Day 3 (Wed, October 24)

**316 Exec Ed Center**

- **Key Innovation Activities**
  - Breakfast Available
  - Rich Reading Room 7:00 – 8:00am

**Session 3A**

**Design Thinking Classroom 311**

- **Wayne Li**
  - 8:00 – 9:45am

## Day 4 (Thu, October 25)

**316 Exec Ed Center**

- **Partners & Resources**
  - Breakfast Available
  - Rich Reading Room 7:00 – 8:00am

**Session 4A**

**Acquiring Innovation: M&A as Innovation Strategy**

- **Jonathan Clarke**
  - 8:00–9:30am

## Day 5 (Fri, October 26)

**316 Exec Ed Center**

- **Partners & Resources**
  - Breakfast Available
  - Rich Reading Room 7:00 – 8:00am

**Session 5A**

**The New Steam: Digitization, Decentralization, and Disruption**

- **Deven Desai**
  - 8:00 – 9:30am

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**Break**

**Lunch at GT Hotel 11:45 – 12:45pm**

**Group Photo**

**Project Teams Applied Work & Discovery Session 5 10:45 – 12:00pm**

**Project Report Out Presentations 1:00 – 3:00pm**

**Action Plans & Program Conclusion Nishant Dass 3:00pm**

**Departure**
Before the program week on campus: Teamwork begins!

- Team leaders/sponsors will be asked to submit a plan on a page to the faculty describing their project and desired program outcomes.
- All participants will be given access to a password-protected website with pre-work instructions, and asked to take the FourSight Thinking Profile.
- Approximately two weeks prior to the residential program, teams will hold a virtual learning session for a debrief of their team profile and gain understanding of one another’s innovation strengths.
Following the week on campus: Teamwork continues!

• Teams have four to six weeks following the program to advance their projects back in the workplace.

• A final project report is scheduled via webinar for project teams, sponsors, organizational leaders, and GT faculty.

• Upon successful completion of project reports, a Georgia Tech Certificate of Innovation Management is mailed to each team member.
An Ideal IMCP Project May Be:

- Based on a nascent idea
- Loosely defined
- B2B or B2C
- Requiring an understanding of customer wants and needs
- Leveraging existing technology for new uses
- Looking to achieve a “product-market fit”

An Ideal IMCP Project Team Will Have:

- 3-6 people
- Cross functional perspective
- Blend of technical expertise and customer knowledge
- Inter-company members, or corporate partners (customers/suppliers)
- Potential winners of corporate innovation contests
- Openness to playing in the sandbox and interacting with / learning from others
- Desire to achieve results through applied innovation project work
Dean Maryam Alavi, Stephen P. Zelnak, Jr. Chair and professor of Information Technology Management, is an expert in IT innovations and strategic applications. She has authored numerous published papers and has served on the editorial boards of several prestigious academic journals. She is a thought leader on technology-mediated learning and an experienced educator who has extensive experience in developing leadership curriculum for business students. Alavi was awarded the distinguished Marvin Bower Faculty Fellowship at Harvard Business School and received the prestigious Association of Information Systems Fellows Award.

Prof. Nishant Dass is a tenured professor of finance at the Scheller College of Business, Georgia Tech. His teaching interests are in corporate finance, international finance, and entrepreneurship. His research interests lie in empirical corporate finance, with a special focus on financial intermediation, corporate governance, innovation, and supply chains. His papers have been presented in various academic conferences. He has published papers in the Review of Financial Studies, Journal of Financial Economics, and Review of Finance. His work has also been cited in The New York Times.

Merrick L. Furst, Ph.D., Distinguished Professor, runs commercialization and new venture creation and directs undergraduate programs and faculty development in the College of Computing at Georgia Tech. He recently founded the anti-botnet startup, Damballa, Inc. Prior to GT he was a professor at UC Berkeley, president of the International Computer Science Institute at Berkeley, and CEO of Essential Surfing Gear, Inc. He also helped establish a new high school in San Francisco.
Katie Huie is Innovation, Customer Experience, & Continuous Improvement for Elavon, Inc. Her focus centers on collaboration with strategic partners to deliver new product innovation and drive growth across Elavon’s product portfolio. As part of this role, Katie leads ideation efforts and cross-functional collaboration. She is also focused on Elavon’s Go-to-Market efforts. At Elavon, Katie serves as an innovative change agent. These efforts contribute to business growth and incent cultural change. Katie is experienced in all areas of the client lifecycle. She has deep knowledge of business development, strategic partnerships, sales, and marketing.

Jonathan Clarke is the Associate Dean for Undergraduate Programs and an Associate Professor of Finance in the Scheller College of Business. He received his PhD from the Katz Graduate School of Business at the University of Pittsburgh. Dr. Clarke is an award winning teacher. He was voted the 2009 MBA Core Professor of the Year, was a 2009 Hesburgh Award teaching fellow, and received the 2010 James F. Frazier, Jr. Award for Teaching Excellence. His paper titled "Long-Run Performance And Insider Trading In Completed And Canceled Seasoned Equity Offerings" won the 2001 William F. Sharpe award for best published paper in the Journal of Financial and Quantitative Analysis.

David M. Sluss is an Associate Professor of Organizational Behavior at the Scheller College of Business. He has published research in the Academy of Management Journal, Academy of Management Review, Journal of Applied Psychology. He is currently serving as an Associate Editor at Organizational Psychology Review as well as serving on the editorial boards for Academy of Management Journal. He currently is active educating executives and high potential managers on topics such as leadership and change management. He takes a diagnostic, analytical and behavioral approach to facilitating leadership development.
**Joey Asher** is an Adjunct Lecturer at Scheller College of Business. He has worked as an attorney, a newspaper reporter, and a professional communication skills coach. Joey graduated from Cornell University and Emory University Law School. Joey has written several books on presentation skills and selling such as “15 Minutes Including Q & A: A Plan to Save the World from Lousy Presentations”, “How To Win a Pitch: The Five Fundamentals That Will Distinguish You from the Competition”, “Even a Geek Can Speak: Low-Tech Presentation Skills For High-Tech People”. Joey is currently the president of Speechworks, a public speaking skills training firm based in Atlanta.

**Beverly Wright** leads the Business Analytics Center at Scheller College of Business. In her consultative roles for both nonprofits and for profit businesses, she solved critical issues through the use of modeling and advanced analytics. Beverly earned a PhD in Marketing (emphasis on Research), a Master of Science degree in Analytical Methods, and a Bachelor of Business Administration degree in Decision Sciences from Georgia State University. She also has received a Professional Research Certification from the Marketing Research Association, and CAP certification from INFORMS.

**Tim Halloran** teaches marketing at the Scheller College of Business. He has built, directed, and consulted with some of the world’s largest brands, including Coca-Cola, Home Depot, Kraft Foods, Procter & Gamble, and Delta Air Lines. Tim is the author of the book, *Romancing the Brand: How Brands Create Strong, Intimate Relationships with Consumers* which won the 2014 International Book Award, 2015 Axiom Silver Book Award, and was named by Forbes as one of 7 Actionable Books for Smart Entrepreneurs. Tim is currently pursuing his Doctorate in Business Administration from the University of Florida.
Deven Desai joined the Scheller faculty in fall of 2014 in the Law and Ethics Program. Prior to joining Scheller, Professor Desai was an associate professor of law at the Thomas Jefferson School of Law. His work has appeared in leading law reviews and journals including the Georgetown Law Journal, Minnesota Law Review, Notre Dame Law Review, Wisconsin Law Review, U.C. Davis Law Review, Florida Law Review, and Brigham Young University Law Review. He is a graduate of the University of California, Berkeley with highest honors and the Yale Law School, where he was co-editor-in-chief of the Yale Journal of Law & the Humanities.

Cynthia Kantor is Chief Marketing Officer for GE’s Power Generation Services (PGS) business. She is responsible for all marketing-related activities, including developing and delivering a global marketing strategy to best position PGS in the marketplace. She serves also as the Operations Leader for GE’s Services Council, which creates and guides core service growth strategies across the General Electric Company. She holds a Bachelor of Science degree in mechanical engineering from the University of Michigan.

Ken Durand is Chief Idea Alchemist MindSparq at Dover. His focus centers are creation of new business ideas, new markets, new technologies, new products, new processes, and new business value. Mr. Durand has a global experience that understands working with multiple cultures and business dimensions and wide background of working in multi-disciplinary functional areas to achieve lasting enterprise success; including Product Management, Information Technology, Innovation, Operations, Customer Support, Human Resources, Research & Development, and Finance. Creative big picture thinker with uncanny ability to simplify the complex and discern the way forward.
Wayne K. Li is the James L. Oliver Professor, which is a joint position between the Colleges of Design and Engineering. Through classes and the Innovation and Design Collaboration (IDC), he leads joint teaching initiatives and advances interdisciplinary collaboration between mechanical engineering and industrial design. Previously, Li led innovation and market expansion for Pottery Barn seasonal home products, was an influential teacher in Stanford University’s design program where he taught visual communication and digital media techniques, led ‘interface development’ in Volkswagen of America’s Electronics Research Laboratory, and developed corporate brand and vehicle differentiation strategies at Ford Motor Company.

Karthik Ramachandran is an Associate Professor of Operations Management at Scheller College of Business. He obtained his Ph.D. in Operations Management and M.S. in Operations Research from the University of Texas at Austin. He was also a Research Associate at the University of California, San Diego. His areas of interest and research include New Product Development, Operations Strategy, and Behavioral Operations. His research has appeared in journals such as Management Science, Manufacturing & Service Operations Management, Production & Operations Management, and IIE Transactions.
How To Enroll Your Team For October 22-26...

1. Contact:
   Linda Read
   Director of Business Development
   +1.404.385.0553 or linda.read@scheller.gatech.edu

2. Select your cross-functional project team

3. Click here to register individuals or submit team registration form to secure place / request payment invoice. Program is priced at $4,950 per seat

4. Make plans to bring your best ideas to the development program in Atlanta