MIT Industrial Liaison Program Faculty Knowledgebase Report

2018 MIT Paris Symposium

December 11, 2018 1:30 pm - 5:00 pm

1:30pm	Registration

2:00

Welcome Remarks
Daphne de Baritault
Program Director, MIT Corporate Relations
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Daphne de Baritault joined the Office of Corporate Relations in June, 2015, as Senior Industrial Liaison Officer. de Baritault comes to OCR with several years of experience in marketing and business development, and she has worked globally in a number of industries including renewable energy solutions, building materials design and manufacturing, and tracking and monitoring devices. Most recently, she worked at Daymon Worldwide as Project Manager where she was working on branding for a large supermarket chain. Before that, de Baritault worked in business development for eProvenance where she worked with the sales team to develop North American and Asian markets for services including innovative technologies for tracking and monitoring wine transportation. Prior to that, she held various positions managing marketing programs in publishing, retail, energy, manufacturing, and consumer goods.

de Baritault earned her Bachelor of Art in Dance theater from Laban Centre, City University in London, her Bachelor in Industrial Product Design Management from Ensam-4 Design, Bordeaux Engineering School in Bordeaux, and her Master of Business Administration, Entrepreneurship, from Babson College, Olin Graduate School of Business in Wellesley, MA.

Karl Koster
Executive Director, MIT Corporate Relations
Director, Alliance Management
MIT Office of Strategic Alliances & Technology Transfer

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Karl Koster is the Executive Director of MIT Corporate Relations. MIT Corporate Relations includes the MIT Industrial Liaison Program and MIT Startup Exchange.

In that capacity, Koster and his staff work with the leadership of MIT and senior corporate executives to design and implement strategies for fostering corporate partnerships with the Institute. Koster and his team have also worked to identify and design a number of major international programs for MIT, which have been characterized by the establishment of strong, programmatic linkages among universities, industry, and governments. Most recently these efforts have been extended to engage the surrounding innovation ecosystem, including its vibrant startup and small company community, into MIT's global corporate and university networks.

Koster is also the Director of Alliance Management in the Office of Strategic Alliances and Technology Transfer (OSATT). OSATT was launched in Fall 2019 as part of a plan to reinvent MIT's research administration infrastructure. OSATT develops agreements that facilitate MIT projects, programs and consortia with industrial, nonprofit, and international sponsors, partners and collaborators.

He is past chairman of the University-Industry Demonstration Partnership (UIDP), an organization that seeks to enhance the value of collaborative partnerships between universities and corporations.

He graduated from Brown University with a BA in geology and economics, and received an MS from MIT Sloan School of Management. Prior to returning to MIT, Koster worked as a management consultant in Europe, Latin America, and the United States on projects for private and public sector organizations.

2:10

Opening Remarks
Olivier Roussat
Chief Executive Officer, Bouygues

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Chief Executive Officer
Bouygues

Olivier Roussat is a graduate of INSA – Lyon. He began his career in 1988 at IBM, where he occupied a number of positions in data network services, service delivery and pre-sales. He joined Bouygues Telecom in 1995 to set up the network management centre and network processes. He then became head of network operations and telecoms and IT service delivery. In May 2003, he was appointed network manager and became a member of the Executive Committee of Bouygues Telecom. In January 2007, Olivier Roussat took charge of the performance and technology unit which groups Bouygues Telecom's cross-disciplinary technical and IT departments, including networks, information systems, process engineering, purchasing, corporate services and property development. He was also given responsibility for Bouygues Telecom's headquarters and Technopôle buildings. Olivier Roussat became Deputy Chief Executive Officer of Bouygues Telecom in February 2007 and was appointed Chief Executive Officer in November 2007. He was then Chairman and Chief Executive Officer of Bouygues Telecom from May 2013 to November 2018, before being appointed Chairman of the Board of Directors of Bouygues Telecom on 9 November 2018. On 1 October 2019, he was appointed Chairman of the Board of Directors of Colas SA. On 30 August 2016, Olivier Roussat was appointed Deputy CEO of Bouygues and on 17 February 2021, he was appointed Chief Executive Officer of Bouygues.

2:25pm

The Next IT: Innovation Transformation & the Technologies of Virtuous Cycles

Michael Schrage
Research Fellow, MIT Initiative on the Digital Economy, MIT Sloan School of Management

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MIT Sloan School of Management

Michael Schrage is a research fellow with the MIT Sloan School of Management's Initiative on the Digital Economy. His research, writing, and advisory work focuses on the behavioral economics of models, prototypes, and metrics as strategic resources for managing innovation risk and opportunity. He is author of the award-winning book The Innovator's Hypothesis (*MIT Press*, 2014), Who Do You Want Your Customers to Become? (*Harvard Business Review Press*, 2012), and Serious Play (*Harvard Business Review Press*, 2000). His latest book, Recommendation Engines, was published in September 2020 by *MIT Press* as part of its Essential Knowledge series. He's done consulting and advisory work for Microsoft, Procter & Gamble, British Telecom, BP, Siemens, Embraer, Google, iRise, the Office of Net Assessment, and other organizations

Schrage has run design workshops and executive education programs on innovation, experimentation, and strategic measurement for organizations all over the world and is currently pioneering work in selvesware technologies designed to augment aspects, attributes, and talents of productive individuals. He is particularly interested in the future co-evolution of expertise, advice, and human agency as technologies become smarter than the people using them.

View full bio

Data-driven digital innovation continues to redefine how organizations create and manage value inside the enterprise and out. 'Network effects' are now as important as networks for business success. Training algorithms has become as important as training people. The global economics of innovation have profoundly changed, so innovators and fast-followers alike increasingly look to platform architectures, business models, and investments to take advantage of this growing wealth of digital opportunities. This talk explores, explains, and argues that the key to digital transformation is investing the human capital, creativity, competences, and capital of one's customers and clients. This insight is poorly understood yet key to the global success of companies ranging from Alibaba to Amazon to Tencent to Google to Netflix. Drawing from MIT Sloan School Initiative on the Digital Economy research, this talk presents an actionable framework for translating this concept into action.

3:00pm

The Promise, Limits, and Future of Artificial Intelligence and Robotics
Nicholas Roy
Bisplinghoff Professor, Aeronautics & Astronautics
Director of Quest Systems Engineering, MIT Quest for Intelligence

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Nicholas Roy is the Bisplinghoff Professor of Aeronautics & Astronautics and a member of the Computer Science and Artificial Intelligence Laboratory (CSAIL) at the Massachusetts Institute of Technology. He has a B.Sc. in Physics and Cognitive Science an M.Sc. in Computer Science, both from McGill University. He received his Ph. D. in Robotics from Carnegie Mellon University in 2003. He has made research contributions to planning under uncertainty, machine learning, human-computer interaction and aerial robotics. He founded and led Project Wing at Google [X] from 2012-2014. He is currently the Director of Quest Systems Engineering in MIT's Quest for Intelligence.

View full bio

Artificial intelligence and machine learning are disrupting industries across the globe, from self-driving cars to smart home assistants to automated call centers. There are many potential benefits including improved safety and productivity and reduced environmental footprint, however, there are technological limits, and not every sector of the economy is reaping the same level of benefits. State of the art AI and robotics will be discussed, along with how these technologies are impacting a range of business sectors, such as transportation, telecommunications, construction, and media. Emerging technologies in both academic and industrial research and development labs will be highlighted, alongside a summary of current hard problems and how these technologies are likely to evolve over time.

3:35pm

Networking Break

3:50pm

From the Madness of Crowds to the Creativity of Swarms - Leveraging AI for Collaboration and Creativity

Peter Gloor
Research Scientist, Center for Collective Intelligence
MIT Sloan School of Management
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Peter Gloor is a research scientist at the Center for Collective Intelligence at MIT Sloan working on Collaborative Innovation Networks. He is also founder and chief creative officer of the software company galaxyadvisors and an honorary professor at the University of Cologne and Jilin University, China. Previously, Gloor was a partner with Deloitte and PwC and a manager at UBS. His latest books are *Sociometrics and Human Relationships* and *Swarm Leadership and the Collective Mind*. Gloor holds a PhD in computer science from the University of Zurich and was a postdoc at MIT's Lab for Computer Science.

View full bio

The Internet has made communication, collaboration, and innovation easier than ever before. However, simultaneously, fake news and alternative realities run rampant among the fringe. This talk highlights how to positively leverage AI-supported collaboration by building creative swarms as Collaborative Innovation Networks (COINs), intrinsically motivated groups of people who work together over the Web, supported by computer technology and AI to create something radically new. Companies like Apple, Google, and Facebook succeed in creating global organizations with collective awareness, uniting members with the same goals and culture to work together towards a shared vision. Their customers form digital tribes that are passionate about their products. Based on more than fifteen years of research at MIT, this talk illustrates how the creation of these swarms and digital tribes can be supported by augmenting human intelligence in social networks. In collaboration with global fortune 500 firms, our team has identified digital tribes and their preferences on Twitter, predicted the likelihood of senior managers to leave their firm based on their e-mail communication, and measured stress and happiness of individuals in small teams using a smartwatch-based “Happimeter."

4:25

Panel Discussion
Adrien Chaussinand
Head of Innovation and Partnerships - Boston
Winnovation, Bouygues Group

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Adrien Chaussinand is a graduate of INSA – Strasbourg (ENSAIS). He also holds a Mastère graduate of HEC-Paris in Management of complex projects. After a year in research at Ecole Polytechnique Fédéral de Lausanne in Switzerland, he joined Bouygues Immobilier in 2015 in the Innovation Department. Among projects he has designed and led with different services of the company, Entre Voisins, a private residential social network, has been the a successful tool of Bouygues Immobilier's differentiation strategy. In April 2018, Chaussinand took charge of Bouygues Group-MIT relationship management in Boston, while following its mission to open partnerships with American startups and companies.

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Michael Schrage is a research fellow with the MIT Sloan School of Management's Initiative on the Digital Economy. His research, writing, and advisory work focuses on the behavioral economics of models, prototypes, and metrics as strategic resources for managing innovation risk and opportunity. He is author of the award-winning book The Innovator's Hypothesis (*MIT Press*, 2014), Who Do You Want Your Customers to Become? (*Harvard Business Review Press*, 2012), and Serious Play (*Harvard Business Review Press*, 2000). His latest book, Recommendation Engines, was published in September 2020 by *MIT Press* as part of its Essential Knowledge series. He's done consulting and advisory work for Microsoft, Procter & Gamble, British Telecom, BP, Siemens, Embraer, Google, iRise, the Office of Net Assessment, and other organizations

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Nicholas Roy is the Bisplinghoff Professor of Aeronautics & Astronautics and a member of the Computer Science and Artificial Intelligence Laboratory (CSAIL) at the Massachusetts

4:55pm

Closing Remarks
Christophe Lienard
Group Chief Innovation Officer, Bouygues

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Bouygues

Christophe Lienard joined the Bouygues Group in 2011 and was appointed Chief Innovation Officer for Bouygues SA in September 2017. From 2013 to 2017, he was Chief Innovation Officer at Colas, one of the world leaders in mobility infrastructures, and created and ran the Colas Innovation Board. In October 2015, Colas announced the launch of Wattway to produce photovoltaic energy from roads, which won the climate solution trophy at COP21. Previously, Lienard was Deputy CEO and Director of the Anovo Group from and earlier started his career with the Swedish group Atlas Copco. Lienard is a graduate from “Arts et Métiers ParisTech,” a National Graduate Engineering School engineer, has an advanced degree from UPMC Paris on energy conversion, and an Executive MBA from ICG. He is cofounder of the think tank Futura Mobility, cofounder and Vice President of IMPACT-AI, and a member of the Scientific Committee of the Global Center for the Future.

5:00pm

Networking Reception