

## MIT Industrial Liaison Program Faculty Knowledgebase Report

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Digital Transformation #6 of 6

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June 9, 2020 11:00 am - 1:00 pm

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11:00am - 12:00pm

MIT Startup Exchange  
Rebecca Xiong

Program Director, MIT Startup Exchange  
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Program Director, MIT Startup Exchange

Dr. Rebecca Xiong joined Corporate Relations as Program Director, Startup Exchange in October 2018.

Dr. Xiong comes to Corporate Relations with more than 15 years of experience in the MIT Startup Ecosystem, having co-founded and worked at multiple MIT startups. Most recently, as Co-founder and Chief Scientist at SocMetrics, she leads product management, data science, and machine learning for SocMetric's personalization and marketing campaign products. Before SocMetrics, Xiong co-founded Going.com. Going.com connected people via local events to enhance their offline social life, and through Rebecca's leadership grew to 1M members, tens of millions of monthly pageviews, and finally its acquisition by AOL. Before these two entrepreneurial endeavors, Xiong held positions as Product Marketing Manager (DataPower, acquired by IBM), Senior Program Manager (Performaworks, acquired by Workscape), and Team Lead (Akamai Technologies). She also has research experience at Microsoft, Silicon Graphics, and Xerox Palo Alto Research Center.

Dr. Xiong earned her B.S. in Computer Science at the University of California at Berkeley, and her Ph.D. in Computer Science at the Media Lab at MIT with her thesis "Visualizing Information Spaces to Enhance Social Interaction." She was a National Science Foundation (NSF) Fellowship Recipient. She holds multiple patents and is very involved in the community, as the Lead Organizer of the Cambridge Parent Summit.

Ben Calhoun  
Cofounder & Co-CTO, [Everactive](#)



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[Everactive](#)

Ben Calhoun received his BS degree in electrical engineering from the University of Virginia, Charlottesville, VA, in 2000. He received the MS degree and PhD degree in electrical engineering from the Massachusetts Institute of Technology, Cambridge, MA, in 2002 and 2006, respectively. In January 2006, he joined the faculty at the University of Virginia in the Electrical and Computer Engineering Department, where he is now a Professor. His research has emphasized energy efficient and sub-threshold integrated circuit design for self-powered, battery-less wireless sensing systems. Dr. Calhoun has over 200 peer reviewed publications and 22 issued US patents. He co-founded and is co-CTO at Everactive, Inc., which is selling self-powered, energy harvesting wireless sensing solutions in the industrial IoT market. He is a senior member of the IEEE.

Christian Umbach  
Cofounder & CEO, [Xapix](#)



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[Xapix](#)

Christian Umbach is Cofounder and Chief Executive Officer of API and data integration platform [xapix.io](#), which empowers enterprises to exchange data - driving new digital business models and artificial intelligence around IoT data from mobility to logistics and manufacturing. He is also a Graduate Fellow in System Design and Management at the Massachusetts Institute of Technology. He has spent his career at the intersection of transportation, information technology and digital management. Formerly, Umbach held the following positions and made key achievements: Developer Advocate, UBER Technologies; Research Assistant, MIT Sloan's Initiative on the Digital Economy on corporate innovation, where he led a team at MIT to build the next generation of digital transport products for Hyperloop Transport Technologies; Executive Assistant to the Board for Finance, Human

12:00pm - 1:00pm

Coming Back Stronger: Managing the People Side of Covid  
George Westerman

Senior Lecturer, [MIT Sloan School of Management](#)  
Founder, [Global Opportunity Forum](#), MIT Office of Open Learning



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Senior Lecturer, [MIT Sloan School of Management](#)  
Founder, [Global Opportunity Forum](#), MIT Office of Open Learning

Dr. George Westerman is a Senior Lecturer and Principal Research Scientist at the MIT Sloan School of Management. He helps executives understand how to help their companies thrive in a world of fast-moving technological change. As a pioneering research on digital transformation, he co-authored the award winning book *Leading Digital: Turning Technology into Business Transformation*. Another book, *The Real Business of IT: How CIOs Create and Communicate Value*, serves as the basis for the MIT Sloan CIO Leadership Award program, which he co-chairs. His recent research on workforce learning, innovation culture, and AI transformation provides tangible insights to lead successful AI transformation.

George is a digital strategy advisor to the US Library of Congress, Board of Directors member for workforce non-profit WorkCred, and advisor to executives in numerous large corporations. Prior to earning a doctorate in innovation strategy from Harvard Business School, he gained more than a decade of experience in product development and technology leadership roles.

[View full bio](#)

The Covid crisis accelerated many changes already underway with digital transformation. It also introduced huge amounts of uncertainty for managers and workers. In this talk we'll discuss how leaders can help the company, and its employees, to emerge successfully from the crisis. We'll share research-driven insights on how you can build a more digital-ready culture that responds quickly to fast-changing conditions, how a transformative model of Learning and Development is ideally suited for the current reality, and how today's challenges can position you to drive digital transformation more powerfully than ever before.