

## **MIT Industrial Liaison Program Faculty Knowledgebase Report**

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Innovations in Management (Session 3 of 4)

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

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11:00am

## Becoming a Digital Explorer, and Building Digital Ecosystems

Michael Davies

Chairman, Endeavour Partners

Senior Lecturer, [MIT System Design and Management](#)



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Senior Lecturer

[MIT System Design and Management](#)

Michael A M Davies teaches the engineering and business elements of the Integrated Design and Management (IDM) program at MIT

Michael A M Davies is the founder and chairman of Endeavour Partners, a boutique business strategy consulting firm that enables leaders in high-tech businesses and businesses being affected by technology worldwide to create value and drive growth through innovation. Endeavour Partners helps its clients anticipate, navigate, and innovate through insight and foresight in order to make better strategic decisions. Its clients include nearly all of the top-tier device vendors, network operators, service providers, and semiconductor businesses. Beyond high-tech, its clients include some of the world's leading e-commerce, information services, oil and gas, packaging and logistics businesses, along with world-class sports teams.

He is an expert on the connections between technology, innovation, product development, consumer choice and behavior, the adoption and diffusion of new products, intellectual property, and the emergence and evolution of platforms and business ecosystems. Michael has spent his career helping top management make strategic decisions and drive innovation. Nowadays, he is focused on the rapid shift toward smartphones, cloud services, the Internet of Things, artificial intelligence, and robotics, particularly the forces driving this shift and its impact and implications over the next few years.

Michael also runs the New Technology Ventures program at the London Business School. Additionally, he is an Advisor to the Department of Systems Engineering at the United States Military Academy at West Point.

He also is a co-founder and the Chairman of silverthread, Inc., and angel-backed business commercializing research on software engineering from MIT and Harvard Business School, a member of the Board of the Kendall Square Association, the business group for this world leading innovation hub, the Chairman of the Mobile Cluster for Massachusetts Technology Leadership Council and an advisor to several other companies on digital business.

Digital technologies are a powerful General Purpose Technology, one that is radically and rapidly reshaping every sector of the economy worldwide, transforming it into the digital economy. They have unleashed powerful new forces, in particular accelerated innovation and energized entrepreneurship. Although these hold the promise of widespread and sustainable prosperity, they also bring with them profound challenges, including increased digital vulnerability, negative externalities and perhaps much more precarious employment.

For 'born analog' established enterprises in particular they pose the existential threat of creative destruction, as the journey from digital efficiency to becoming a digital explorer, and leveraging platforms as the basis of digital ecosystems is difficult and perilous.

This session will outline the challenges, and chart a path that ensure that you, and your business, survive and thrive in the digital economy – and at the same time help create a prosperous and sustainable future for the planet, and for all of its people. In particular, it will outline how perhaps the most powerful technological innovation that the tech sector has produced is an innovation in management, a different approach to leadership and strategy that has proven much more effective than conventional approaches. As part of this it will also describe the the relevant experience and specialist expertise that will be in greatest demand, and outline the key behaviors that will be critical to future leaders' success.

11:30am

#### MIT Startup Exchange

MIT Startup Exchange actively promotes collaboration and partnerships between MIT-connected startups and industry. Qualified startups are those founded and/or led by MIT faculty, staff, or alumni, or are based on MIT-licensed technology. Industry participants are principally members of MIT's Industrial Liaison Program (ILP).

MIT Startup Exchange is a community of over 1,900 MIT-connected startups with roots across MIT departments, labs and centers; it hosts a robust schedule of startup workshops and showcases, and facilitates networking and introductions between startups and corporate executives.

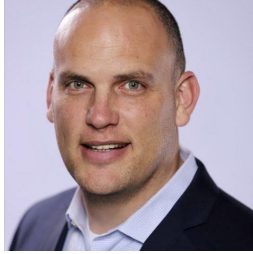
STEX25 is a startup accelerator within MIT Startup Exchange, featuring 25 "industry ready" startups that have proven to be exceptional with early use cases, clients, demos, or partnerships, and are poised for significant growth. STEX25 startups receive promotion, travel, and advisory support, and are prioritized for meetings with ILP's 260 member companies.

MIT Startup Exchange and ILP are integrated programs of MIT Corporate Relations.

Startup Lightning Talks: Engaging Customers & Improving Profit

Tomer Srulovich

Chief Business Officer, [Endor](#)



Tomer Srulovich  
Chief Business Officer  
[Endor](#)

Tomer is an experienced technology start-up builder, Angel Investor and business growth strategist with 20+ years of experience founding, managing and advising technology companies across fintech, insurtech, retail and public sectors.

He serves as the Chief Business Officer at Endor, MIT spinoff Artificial Intelligence software SaaS company that provides a predictive analytics platform using Social Physics science to automate the process of answering predictive business questions based on human behavior.

In addition, he serves as a council member at The Digital Economist to define ways to leverage disruptive technologies and investable opportunities for the new human-centered Digital Economy.

Prior to joining Endor, he was an Executive VP at Voyager Labs, an Artificial Intelligence software startup that raised +\$100M to provide cognitive analytics based on unstructured human behavior data. Tomer joined Sapiens as Executive VP (NASDAQ: SPNS) and was the Co-Founder & Executive VP of Sapiens DECISION, a spinoff of a decision management business unit to serve global financial services markets.

Prior to this, Tomer managed product development teams and led complex project implementations globally working with global Fortune 500 firms.

Mr. Srulovich is an Alumnus of Harvard Business School and a Computer Science graduate from IDC.

[View on LinkedIn](#)

Arun Prakash  
CFO, [Cerebri AI](#)



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CFO  
[Cerebri AI](#)

Arun is CFO, investor, and early team member of Cerebri AI, an enterprise software company whose customer experience platform measures engagement and drives financial results for large enterprises in financial services, automotive, telecom, and travel sectors. Cerebri AI, with offices in Austin, Toronto, and Washington DC, is backed by M12 (Microsoft Ventures), is part of Mastercard's Start Path program, and was named a 2019 Gartner Cool Vendor in AI for Customer Analytics. Prior to Cerebri AI, Arun was a partner at Virgo Capital, a private equity firm investing in software and services companies. He previously led design, analysis, and development of control systems and software for commercial and government satellite programs at Boeing. He is also a co-founder of Terrafugia, an aviation and automotive startup founded at MIT and acquired by Geely. Arun has an MBA from MIT Sloan, an MSc from Stanford, and a BSc from Illinois Tech. He is an author on three patents in the areas of machine learning and spacecraft control.

Alan Ringvald  
CEO, [Relativity6](#)



11:55am

Discussion with Startups

12:15pm

## Startup Lightning Talks: Work of the Future & Partnerships

Beth Porter

Cofounder & CEO, [Riff Analytics](#)



Beth Porter

Cofounder & CEO

[Riff Analytics](#)

Beth Porter is cofounder and CEO of Riff Analytics, an AI startup out of MIT that measures conversational dynamics to help people build situational and social awareness, especially when they collaborate. Porter's philosophy is that people learn best from each other, and learning fosters both personal growth and organizational innovation and change. She teaches IT Strategies to MBAs at Boston University, where her students work in small, peer learning groups throughout the course. Prior roles include VP Product for edX, VP Software Product Management for Pearson Education, and senior engineering and product management positions at Mathsoft and PTC.

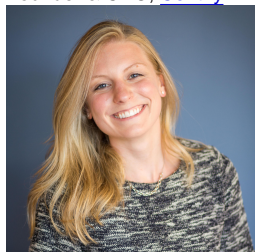
Ellen Nussbaum

CEO

[Humanyze](#)

Ekaterina Paramonova

Founder & CEO, [Centrly](#)



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[Centrly](#)

Ekaterina "Katia" Paramonova is Founder and CEO of Centrly, a B2B platform startup that leverages historical partnership data and network science to recommend collaborators for companies and academia. Having worked in 4 industries across 3 continents, Katia has seen first-hand how innovation can be slowed because organizations cannot find each other while networking at 1,000+ attendee conferences or cold searching online. Katia holds a BS in Nuclear Engineering from MIT as well as an MS in Energy Management from EPFL (Switzerland). She previously served as founding Director of the Deployment Department of Vecna Robotics, a venture-backed warehouse robotics automation company, and Founder and President of YES-Europe, a pan-European energy association for young professionals.

[View on LinkedIn](#)

Stuart Jones, Jr.

Cofounder & CEO, [Sigma Ratings](#)



Stuart Jones, Jr.

Cofounder & CEO

[Sigma Ratings](#)

Stuart Jones, Jr. is the Cofounder and Chief Executive Officer of Sigma Ratings ("Sigma"), an award-winning MIT-incubated global non-credit rating agency based in New York, New York. Sigma uses deep domain expertise and cutting-edge computer science to continuously evaluate financial crime and integrity risk at the country and company level.

Stuart's career began in government. He served as the U.S. Treasury Department's Financial Attaché to the Gulf Cooperative Countries (GCC), leading the Department's regional efforts to ensure macroeconomic and financial stability post the 2008 financial crisis and to combat illicit finance, including implementation of domestic and international

12:40pm Discussion with Startups

1:00pm Concluding Remarks