March 16, 2021 10:00 am - 12:00 pm
10:00am
Welcome and Introduction
David Zhu
Program Director, MIT Corporate Relations

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David Zhu has extensive experience in the technology and energy industries ranging from research and development, operations management, M&As and investments.

As a Program Director, Zhu manages the interactions and collaborations between MIT and companies worldwide to address challenges in technological innovations and business practices.

Previously, Zhu was a Managing Director at Maxis Capital. At Maxis, he worked with a number of Chinese and US companies and managed private equity investment opportunities in the technology, telecom, semiconductor and clean energy industries.

Before he was at Maxis Capital, Zhu was an Technology banker at Key Bank where he focused on mergers and acquisitions transactions in the software and financial technology areas. He has also held positions at Virtual Back Office Software Inc. and Kana Inc. in the Boston area where he managed software development and client engagements, and provided solutions to global companies.

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Marie-Teresa Vander Sande
Program Director, MIT Corporate Relations

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Marie-Teresa manages the relationship between companies and other organizations headquartered in the US, UK and Iceland, and the senior administration and faculty of MIT. As Program Director for Corporate Relations, Marie-Teresa convenes teams of researchers and faculty members to provide ongoing emerging technology intelligence and strategic advice to the companies and government groups in her portfolio. She is noted for organizing networking activities across portfolios of ILP member companies.

Marie-Teresa has also worked at GE, Arthur D. Little, Millipore and as an independent consultant and writer. She earned two degrees in Materials Science & Engineering- a BS from Cornell University and an MS from Northwestern University.

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Jose Ramos
Program Director, MIT Corporate Relations

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José comes to CR from OSRAM (R&D) where he was Head of Engineering and Business Development at Innovation Americas. In his role at OSRAM, José was a strong proponent of the ILP, attended many of our events and experienced first-hand the OSRAM-ILP relationship. Before OSRAM, José was Project Developer at NORESCO/United Technologies in Westborough, MA, where he managed engineering, sales, marketing, financial and legal teams to implement sustainability projects for industrial, commercial, and institutional customers in the US and the Caribbean. Before that, José was an independent consultant and writer for Spanish-speaking markets.

José earned a Bachelor of Science in Mechanical Engineering at MIT and a Master of Arts in Spanish at Boston College. He also completed a one-year Icelandic language program at the University of Reykjavik.
10:05am  
**Vision for Enterprise Transformation**  
Leslie Ann Owens  
Senior Lecturer, Information Technology  
Executive Director, Center for Information Systems Research (CISR)

Leslie Owens is a Senior Lecturer in the Information Technology group and is also the Executive Director of the MIT Center for Information Systems Research (CISR).

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We will explore highlights from two recent books by researchers at MIT CISR. Learn the 6 key questions to ask to define your digital business model, and review the 5 building blocks to digital transformation.

10:20am  
**Decision Rights Guardrails for Empowerment Beyond Digital**  
Nick van der Meulen  
Research Scientist, Sloan Center for Information Systems Research

Dr. Nick van der Meulen is a Research Scientist at the MIT Sloan Center for Information Systems Research (MIT CISR). He conducts academic research that targets the challenges of senior level executives at MIT CISR's nearly 100 global sponsor companies, with a specific interest in how companies need to organize themselves differently in the face of continuous technological change. His work on digital workplaces and the employee experience resulted in a range of academic and industry publications, in outlets such as the *Journal of Information Technology*, *MIS Quarterly Executive*, and the *European Business Review*. Currently, he examines how decision rights are changing in the context of digital business transformation.

Nick earned his PhD in Business and Management from the Rotterdam School of Management, Erasmus University. Prior to joining MIT CISR, he was a faculty member at the University of Amsterdam.

*View full bio*

To deal with the accelerated pace of digital business, companies are increasingly designed around empowered teams. But leaders are finding that it can be challenging to ensure coordination and end-to-end integration of offerings in empowered environments. Some have noted the urge to occasionally "take control" in ways that are contrary to the concept of empowerment. How can leaders facilitate autonomy while ensuring strategic alignment and effective collaboration? In this session, Nick will present four guardrails that can help companies to effectively (re)design their decision rights for success in the digital era.

10:35am  
**Business Model Innovation for Organizational Strategy**  
William Fischer  
Senior Lecturer, Sloan School of Management
Ben Shields is a Senior Lecturer in Managerial Communication at the MIT Sloan School of Management. He studies the multibillion-dollar sports industry to identify broadly transferable management lessons in areas such as leadership communication, data-driven decision making, and innovation.


He teaches a number of courses in the graduate programs at MIT Sloan, including Communication for Leaders, Social Media Management, Sloan Fellows Seminar on Leadership, and a new course on sports management and analytics that will be offered in spring 2020.

Shields also teaches in the MIT Sloan Executive Education program. He is the Faculty Director of two programs: the Formula 1 Extreme Innovation Series and the Global Executive Academy. He also serves as the CoFaculty Director of the LEAD20@MIT program with the Ruderman Family Foundation. In addition, he created and teaches the open enrollment program Analytics Management: Business Lessons from the Sports Data Revolution. Shields also teaches in two other open enrollment programs: Communication and Persuasion in the Digital Age and Maximizing Your Personal Productivity.

His other sports work at MIT includes co-hosting “Counterpoints,” the sports analytics podcast from the *MIT Sloan Management Review*, and teaching in the MIT Sports Entrepreneurship Bootcamp program, which is offered through MIT’s Office of Open Learning.

Prior to MIT, Shields served as the Director of Social Media and Marketing at ESPN. He oversaw social media strategy for the ESPN brand and collaborated across the enterprise to develop and implement company-wide social strategy. He also worked on marketing strategy for several ESPN brands and sub-brands, including the SportsCenter “DaDaDa” campaign and the Emmy Award-winning “It’s Not Crazy, It’s Sports” brand campaign.

Shields holds a BS and MA in communication studies and a PhD in media, technology, and society, all from Northwestern University.
11:05am

Digital Partnering
Ina Sebastian
Research Scientist, Center for Information Systems Research

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Research Scientist, Center for Information Systems Research

Ina studies how large enterprises transform for success in the digital economy. Her current research areas are digital partnering (including strategies to grow with digital partners and partnering strength), and value creation and value capture in digital models. In previous research projects at MIT CISR, Ina focused on ecosystem business models, digital strategies and organizational redesign, and digital workplace and talent. Prior to joining MIT CISR in 2014, Ina completed a Ph.D. with a focus on Information Systems Management at the Shidler College of Business (University of Hawaii). In her dissertation research, she studied how Electronic Health Record Systems enable and constrain relational coordination in multidisciplinary clinician teams. One of her ongoing research interests is the role of digital capabilities for relational and adaptive coordination in health care systems, within and across organizational boundaries.

11:20am

Digital Transformation in Healthcare Delivery Systems: what have we learned?
Anne Quaadgras
Senior Lecturer, Sloan School of Management

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Senior Lecturer, Sloan School of Management

Anne Quaadgras is the Director of the MIT Sloan Health Systems Initiative and a Senior Lecturer at MIT Sloan.

Her work focuses on health systems transformation, and the role of information technology in supporting that change.

Prior to her doctoral work, Anne was a management consultant for fifteen years, specializing in improving decision-making and investment processes in the chemical, pharmaceutical, and financial services industries.

She holds a Bachelor’s and Master’s degree in chemical engineering from MIT. Anne earned her doctorate in information systems at Boston University, where her dissertation research explored how globally distributed groups of experts recognize and respond to operational problems.

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In healthcare, there is plenty of hype about the impact of digital transformation. But there is no clear definition digital transformation in healthcare delivery, and plenty of obstacles. Roadmaps and principles from other industries provide insight, but no straightforward recipe. What is needed is ‘both/and’: algorithms, technology, and automation, as well as integration, people and augmentation.
11:35am

MIT Startup Exchange Lightning Talks

- **Endor**: Predictive analytics on customer data without data scientists
- **Arundo**: Software enabling advanced analytics, ML and IoT to transform industrial data into value
- **Profit Isle**: Uncover hidden profits that are invisible to company
- **BlockTEST**: Optimizing blockchain solutions to enhance the flow of materials, data, and finance

Tomer Srulevich
Chief Business Officer
Endor

Ray Hall
Vice President, Sales & Marketing
Arundo EMEA

John Wass
CEO
Profit Isle

Jennifer Jiang
CEO & Co-Founder, BlockTEST

Jennifer is an 18-year Wall Street veteran who has been active in blockchain since 2014 with passion to drive open banking. Before she co-founded BlockTEST with MIT research scientists in 2018, she'd led at global and regional leadership roles at JPMorgan and previously at Merrill Lynch and Citigroup, across investment banking and global capital markets. Currently Jennifer also serves as a senior advisor at Harvard CAM Lab and advisor committee of ID2020, a global alliance committed to digital identity. Jennifer holds an M. Sc in Management of Technology from MIT, an MBA from McGill University and a Bachelor in Statistics from Renmin University of China.