

# MIT Industrial Liaison Program Faculty Knowledgebase Report

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Digital Transformation @MIT

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March 18, 2021 10:00 am - 12:00  
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10:00 AM

Welcome and Introduction  
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.

10:05 AM

Roundtable Discussion: Decision Rights in the Digital Era  
Leslie Ann Owens  
Senior Lecturer, Information Technology  
Executive Director, Center for Information Systems Research (CISR)



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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).

Nick van der Meulen  
Research Scientist, Sloan Center for Information Systems Research



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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 member 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 organizations are developing a skilled workforce with the decision rights to rapidly adapt to changes in both innovative and cost-effective ways.

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](#)

Clena Abuan  
Senior Technology Associate  
[BP](#)

Jerry Gupta  
P&C Research Lead  
[Swiss Re Institute](#)

11:00 AM

Roundtable Discussion: Data Culture in Organizations - Video time stamp starts at: 1.02.04

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Ben Shields

Senior Lecturer, Sloan School of Management

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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 is the author or coauthor of three books, *Social Media Management: Persuasion in Networked Culture* (Oxford University Press, 2016), *The Sports Strategist: Developing Leaders for a High Performance Industry* (Oxford University Press, 2015), and *The Elusive Fan: Reinventing Sports in a Crowded Marketplace* (McGraw-Hill, 2006).

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.

[View full bio](#)

Ash Roots

Managing Director of Digital

[BT](#)

Naveed Sultan

Chairman and Managing Director

Institutional Clients Group

[Citi](#)