

# MIT Industrial Liaison Program Faculty Knowledgebase Report

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2022 MIT Startup Ecosystem Conference

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May 4, 2022 9:00 am - 5:00 pm

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8:15 AM - 9:15 AM

Registration and Light Breakfast

Welcome and Introduction

John Roberts

Executive Director (Interim), [MIT Corporate Relations](#)



John Roberts

Executive Director (Interim)

[MIT Corporate Relations](#)

John Roberts has been Executive Director of MIT Corporate Relations (Interim) since February 2022. He obtained his Ph.D. in organic chemistry at MIT and returned to the university after a 20-year career in the pharmaceutical industry, joining the MIT Industrial Liaison Program (ILP) in 2013. Prior to his return, John worked at small, medium, and large companies, holding positions that allowed him to exploit his passions in synthetic chemistry, project leadership, and alliance management while growing his responsibilities for managing others, ultimately as a department head. As a program director at MIT, John built a portfolio of ILP member companies, mostly in the pharmaceutical industry and headquartered in Japan, connecting them to engagement opportunities in the MIT community. Soon after returning to MIT, John began to lead a group of program directors with a combined portfolio of 60-80 global companies. In his current role, John oversees MIT Corporate Relations which houses ILP and MIT Startup Exchange.

Catarina Madeira

Director, [MIT Startup Exchange](#)



Catarina Madeira

Director

[MIT Startup Exchange](#)

Catarina has been working with the Cambridge/Boston startup ecosystem for over 10 years and joined Corporate Relations with a solid network in the innovation and entrepreneurial community. Prior to MIT, she was part of the team that designed and launched the startup accelerator IUL MIT Portugal, which was later rebranded as Building Global Innovators. She was based in Lisbon and worked in direct relation with the Cambridge team. She held positions including Operations Coordinator, Program Manager, and Business Developer. The accelerator soon achieved steady growth in large part due to the partnerships that Catarina led with regional and global startup ecosystems. After that, she worked at NECEC, leading a program that connects cleantech startups and industry. In this role, she developed and built a pipeline of startups and forged strong relationships with both domestic and European companies. She has also held positions in Portugal and France, including at Saboaria e Perfumaria Confiança and L'Oréal as Technical Director and Pharmacist. Catarina earned her bachelor's in chemistry and pharmaceutical sciences in Portugal. She went on to earn her Master of Engineering for Health and Medicines in France.

9:25 AM - 9:55 AM

Fireside Chat: Market Strategy - Innovations, Challenges, and Expansion

John Roberts

Executive Director (Interim), [MIT Corporate Relations](#)



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Chirfi Guindo

Executive Vice President, Head of Global Product Strategy and Commercialization

[Biogen](#)

What does it take to go to market? Should all companies aim to go global? And can large corporations and startups work together toward mutual, successful growth? During this fireside chat Chirfi Guido, Biogen, and John Roberts, MIT, will discuss different aspects of commercialization, from product/business model innovations to strategic alliances as well as growth opportunities and the challenges of a global expansion, experienced by companies of all sizes.

Panel: MIT's Unique Entrepreneurial Culture

Marcus Dahllöf

Program Director, [MIT Startup Exchange](#)



Marcus Dahllöf

Program Director

[MIT Startup Exchange](#)

Marcus Dahllöf leads MIT Startup Exchange, which facilitates connections between MIT-connected startups and corporate members of the MIT Industrial Liaison Program (ILP). Dahllöf manages networking events, workshops, the STEX25 accelerator, opportunity postings, and helps define the strategic direction of MIT Startup Exchange. He is a two-time tech entrepreneur (one exit in cybersecurity), and has previously held roles in finance, software engineering, corporate strategy, and business development at emerging tech companies and Fortune 100 corporations in the U.S., Latin America, and Europe. Marcus was a member of the Swedish national rowing team and he is a mentor at the MIT Venture Mentoring Service.

Vladimir Bulovic

Director, [MIT.nano](#)

Fariborz Maseeh (1990) Professor of Emerging Technology, [MIT Electrical Engineering and Computer Science \(EECS\)](#)



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Director, [MIT.nano](#)

Fariborz Maseeh (1990) Professor of Emerging Technology, [MIT Electrical Engineering and Computer Science \(EECS\)](#)

Vladimir Bulovic is a Professor of Electrical Engineering at the Massachusetts Institute of Technology, holding the Fariborz Maseeh Chair in Emerging Technology. He directs the Organic and Nanostructured Electronics Laboratory, co-leads the MIT-Eni Solar Frontiers Center, leads the Tata GridEdge program, and is the Founding Director of MIT.nano, MIT's new 200,000 sqft nano-fabrication, nano-characterization, and prototyping facility. He is an author of over 250 research articles (cited over 50,000 times and recognized as the top 1% of the most highly cited in the Web of Science). He is an inventor of over 100 U.S. patents in areas of light emitting diodes, lasers, photovoltaics, photodetectors, chemical sensors, programmable memories, and micro-electro machines, majority of which have been licensed and utilized by both start-up and multinational companies. The three start-up companies Bulovic co-founded jointly employ over 350 people, and include Ubiquitous Energy, Inc., developing nanostructured solar technologies, Kateeva, Inc., focused on development of printed electronics, and QD Vision, Inc. (acquired in 2016) that produced quantum dot optoelectronic components. Products of these companies have been used by millions. Bulovic was the first Associate Dean for Innovation of the School of Engineering and the Inaugural co-Director of MIT's Innovation Initiative, which he co-led from 2013 to 2018. For his passion for teaching Bulovic has been recognized with the MacVicar Fellowship, MIT's highest teaching honor. He completed his Electrical Engineering B.S.E. and Ph.D. degrees at Princeton University.

[View full bio](#)

Jinane Abounadi

Executive Director

[MIT Sandbox Innovation Fund Program](#)

Reed Sturtevant

General Partner

[The Engine](#)

10:35 AM - 11:00 AM

Networking Break

11:00 AM - 11:40 AM

Panel: Women in Tech

Jennifer Strong  
Editorial Director, Audio and Live  
[Technology Review](#)

Sangeeta Bhatia  
John J. and Dorothy Wilson Professor of Engineering  
Director, [Laboratory for Multiscale Regenerative Technologies](#)



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John J. and Dorothy Wilson Professor of Engineering  
Director  
[Laboratory for Multiscale Regenerative Technologies](#)

Sangeeta N. Bhatia MD, PhD is an inventor, Massachusetts Institute of Technology professor and biotech entrepreneur who adapts technologies developed in the computer industry for medical innovation. At MIT, she is the John J. and Dorothy Wilson Professor of Engineering, Director of the Marble Center for Cancer Nanomedicine at the Koch Institute for Integrative Cancer Research, and Investigator of the Howard Hughes Medical Institute. Trained as both a physician and engineer, Sangeeta's laboratory leverages miniaturization tools from the computer industry for medical innovation with applications in liver disease, cancer and infectious diseases. She and her over 150 trainees have contributed to more than 50 issued or pending patents, launched multiple biotechnology companies to improve human health, and published more than 200 peer-reviewed papers. Bhatia was the 25th person in history to be an elected member of all three US National Academies: NAS, NAM, and NAE. She has been honored with the Lemelson-MIT Prize (known as the "Oscar" for inventors), the Heinz Medal, and the Othmer Gold Medal for groundbreaking inventions and advocacy for women in STEM fields. She has presented her vision for the application of engineering solutions to solve medical problems on international stages such as the World Economic Forum, TED, the Gates Grand Challenges, and the Biden Cancer Moonshot. She currently serves as a Trustee at Brown University and Director at Vertex Pharmaceuticals.

[View full bio](#)

Emily Malina  
Co-Founder & President  
[Spoiler Alert](#)

Rita Martins  
Head of FinTech Partnerships, Global Functions  
[HSBC](#)

The world is full of inspiring women working across sectors. These women support and lead projects and companies, overcome obstacles, and lead their teams to success. However, no matter how good our statistics are, we still need to empower women further. This panel brings together four women at the forefront of innovation, media, and academia. They will talk about the initiatives they are leading to keep changing the status quo, and what, from their view, still needs to be done so future generations grow in a gender-equitable world.

11:40 AM - 12:10 PM

Startup Lightning Talks, Part 1: Life Sciences, Energy, and Sustainability

Ariadna Rodenstein

Program Manager, [MIT Startup Exchange](#)



Ariadna Rodenstein

Program Manager

[MIT Startup Exchange](#)

Ariadna Rodenstein is a Program Manager at MIT Startup Exchange. She joined MIT Corporate Relations as an Events Leader in September 2019 and is responsible for designing and executing startup events, including content development, coaching and hosting, and logistics. Ms. Rodenstein works closely with the Industrial Liaison Program (ILP) in promoting collaboration and partnerships between MIT-connected startups and industry, as well as with other areas around the MIT innovation ecosystem and beyond.

Prior to working for MIT Corporate Relations, she worked for over a decade at Credit Suisse Group in New York and London, in a few different roles in event management and as Director of Client Strategy. Ms. Rodenstein has combined her experience in the private sector with work at non-profits as a Consultant and Development Director at New York Immigration Coalition, Immigrant Defense Project, and Americas Society/Council of the Americas. She also served as an Officer on the Board of Directors of the Riverside Clay Tennis Association in New York for several years. Additionally, she earned her B.A. in Political Science and Communications from New York University, with coursework at the Instituto Tecnológico y de Estudios Superiores de Monterrey in Mexico City, and her M.A. in Sociology from the City University of New York.

Elizaveta (Lisa) Freinkman

Director of Strategic Research

[Immunai](#)

Livio Valenti

Co-founder, Senior VP of Strategy, Operations and Business Development

[Vaxess Technologies](#)

Kfir Schreiber

Co-Founder & CEO

[DeepCure](#)

Megan O'Connor

Co-founder and CEO

[Nth Cycle](#)

Abigail Jablansky

Senior Business Development Lead

[Amogy](#)

Adam Wallen

CEO

[VEIR](#)

12:10 PM - 1:10 PM

Lunch with Startup Exhibit

1:10 PM - 1:50 PM

Panel: On a Win-Win Tech Partnership, What Can Go Wrong?

Phil Budden

Senior Lecturer, Technological Innovation, Entrepreneurship, and Strategic Management,  
[MIT Sloan School of Management](#)



Phil Budden

Senior Lecturer, Technological Innovation, Entrepreneurship, and Strategic Management  
[MIT Sloan School of Management](#)

Dr Phil Budden is a Senior Lecturer at MIT's Management School, in Sloan's TIES (Tech Innovation, Entrepreneurship and Strategy) Group, where he focuses on 'corporate innovation' and multi-stakeholder innovation ecosystems, especially how corporates can get value from the latter (including start-up enterprises). He works closely with corporate executives and leaders of other large organisations on such strategies, through MIT Corporate Relations/ILP, the Corporate Innovation Program (<https://corporateinnovation.mit.edu>), Executive Education (<https://executive.mit.edu/ci>) and MIT's global REAP program (<https://reap.mit.edu>), as well as custom and consulting work.

Kevin McCarthy

Senior Director, Startup Innovation, Global Business Development  
[Procter & Gamble](#)

Jana Eggert

CEO

[Nara Logics](#)

Procter & Gamble and Nara Logics entered into a strategic partnership in 2019. Besides this partnership, they both have a solid track record, in the right proportion, when it comes to collaborating with peers. Kevin McCarthy and Jana Eggert will tell us why and how they joined forces, and the impact of such collaboration. They will talk more broadly about the nuts and bolts of corporate & startup partnerships and what can derail a winning strategy.

1:50 PM - 2:20 PM

Nimble Leadership

Kate W. Isaacs

Lecturer

[MIT Sloan School of Management](#)

MIT Sloan Research Scientist Kate Isaacs will share how nimble leadership can be achieved, enabling a team-based, networked organization where people at all levels can dream up new ideas and bring them to life. All while maintaining strategic alignment and accountability without bureaucracy.

2:20 PM - 2:50 PM

Startup Lightning Talks, Part 2: Robotics, Supply Chain, and AI  
Ariadna Rodenstein  
Program Manager, [MIT Startup Exchange](#)



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Program Manager  
[MIT Startup Exchange](#)

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Zoë Cayetano  
Head of Product and Chief of Staff  
[Pathr](#)

Rachelle Villalon  
Co-Founder and CEO  
[Hosta A.I.](#)

Kota Weaver  
Co-founder and CTO  
[Skylia Technologies](#)

Debbie Yu  
Co-founder & COO/CFO  
[ISEE](#)

Emanuel Zraggen  
Co-founder & CEO  
[Einblick](#)

Elaheh Ahmadi  
Co-founder & CEO  
[Themis AI](#)

Leonardo Bonanni  
Founder & CEO  
[Sourcemap](#)

2:50 PM - 3:30 PM

Networking Break with Startup Exhibit



3:30 PM - 4:10 PM

Panel: The Power of a Thriving Community

Victoria Gonin  
Executive Director  
[MIT Alumni Association](#)

Cait Brumme  
Acting Chief Executive Officer  
[MassChallenge](#)

Molun Zhang  
R&D Senior Manager External Technologies and Experimentation  
[The Coca-Cola Company](#)

Thriving communities consisting of key role players from academia, entrepreneurs, accelerators, incubators, government, industry, corporates, and investors, are vital to bringing innovations to fruition.

This panel will feature key speakers from MIT, Masschallenge, and The Coca-Cola Company, who will tell us how they are growing their networks, what keeps them engaged, and what led them to look for other ecosystems. They will also discuss the challenges they face and how they come together to support businesses.

4:10 PM - 4:40 PM

Design, a Process to Create Impactful Outcomes

Matthew Kressy  
Founding Director  
[MIT Integrated Design & Management](#)

Great products make great companies, and the key to both is having deep understanding of the needs and emotions of the customer. Many companies are capable of great innovation, but they lack the corporate culture to bring them to market. Founding Director of MIT's Integrated Design & Management (IDM) Matthew Kressy will talk about the power of human-centered design to facilitate innovation, as well as enabling thoughtful, inspired leadership leading to impactful results.

4:40 PM - 4:45 PM

Closing Remarks

4:45 PM - 6:00 PM

Networking Reception