Welcome & Introduction
Randall Wright
Program Director, MIT Corporate Relations

Randall S. Wright is a program director with MIT's Industrial Liaison Program. He manages the interface between the managements of companies, headquartered in the United States and Europe, and the senior administration and faculty of MIT.

As a program director for MIT, he convenes teams of researchers and faculty members to provide on-going emerging technology intelligence and strategic advice for the world's leading technology companies. He is a sought-after speaker, delivering keynote speeches focused on emerging technology opportunities and challenges, and counter-intuitive insights in executive panels and discussions. Randall draws on extensive experience advising executives on a range of emerging technology areas including digital transformation, big data, robotics, green buildings, water efficiency, energy storage, biofuels, advanced materials, and manufacturing. He provides navigation and recommendations on the emerging technologies and adoption landscapes critical to future business growth, as well as creation, development, and execution of programs of research between industry and MIT.

Randall has been bestowed by Federal President of Austria Dr. Heinz Fischer with the decoration Cross of Honor in Gold for Services to the Republic of Austria for his "outstanding contribution to the development of relations between Austria and MIT".

Prior to MIT, Randall was a marketing manager for Pfizer, Inc., a major U.S. pharmaceuticals company. He was also a strategic planning analyst for Pennzoil Company—a Fortune 500 oil and natural resources company. Randall is an invited lecturer at Northeastern University's Executive M.B.A. Program where he lectures on innovation and corporate strategy. His column Innovation Counterculture looks at ideas and perspectives on strategy, organization, and thinking to help executives connect to the world of innovation outside their organizations and he is published regularly in Research-Technology Management, the award-winning journal of the Industrial Research Institute.
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.

Innovation is hard, especially for Corporates, and yet it is often key to competitive advantage, i.e., getting and staying one step ahead! Among the most common challenges is a misreading of what “innovation” is and a misunderstanding of why Startup entrepreneurs seem to be better at it. As such, ‘corporate innovation’ is hard but strategically important, so we offer practical advice on what can be done about this – i.e., how best to take innovation forwards internally, how to look strategically to the external ecosystem (e.g., university researchers), and how to partner most effectively with Startups and entrepreneurs.

Eugene A. Fitzgerald
Merton C. Flemings SMA Professor of Materials Science and Engineering

Eugene A. Fitzgerald is the Merton C. Flemings SMA Professor of Materials Engineering at the Massachusetts Institute of Technology. Building upon his early experience at AT&T Bell Labs which included the invention of high mobility strained silicon, he has created fundamental innovations in stages from early technology to final implementation in the market. His research interests include novel thin film materials and devices. He is founder, co-founder or founding team member of AmberWave Systems Corporation, Contour Semiconductor, 4Power LLC (high efficiency III-V solar on silicon), Paradigm Research LLC, and The Water Initiative. He is co-author of “Inside Real Innovation”, published internationally in January of 2011. He is recipient of the IEEE 2011 Andrew S. Grove Award, the IEEE 2004 EDS George Smith Award, and the TMS 1994 Robert Lansing Hardy Medal Award. He received a BS degree in Materials Science and Engineering in 1985 from MIT and his PhD in the same discipline from Cornell University in 1989.

Innovation—the process of putting ideas together into a useful form and bringing them to market—is the true engine of economic growth. And yet, despite the fact, the human process of innovation is the most powerful driver of growth, and humans are the ones doing it, the workings of this process are still not widely understood. Innovation is not a straight-line process as most people believe it to be, but a highly iterative process that typically includes juggling and re-considering many technical and business factors, with an ever-changing view on how the idea might be implemented and the markets that are likely to be interested. Professor Gene Fitzgerald will present an end-to-end process for innovation, based upon time-tested principles, and a vision for corporate innovation that addresses the deficiencies of open innovation.
Olivier Cadet, Program Director with MIT Corporate Relations, recently joined MIT after a 24-year international career in industry in a variety of technology management positions in the energy and maritime sectors. From engineering to R&D and product development, Cadet has contributed to different facets of innovation in market segments that traditionally have a high barrier to entry such as offshore drilling, industrial gases product, and distribution or maritime transportation. Cadet brings executive perspective to three key challenges he sees to corporate innovation: prioritizing projects, working across silos, and engaging with ecosystems.
John Carrier
Senior Lecturer, System Dynamics, MIT Sloan School of Management

John Carrier is a senior lecturer in the System Dynamics Group at the MIT Sloan School of Management and Managing Director of 532 Partners. His expertise is in shaping the dynamics of operating environments to improve productivity, quality, safety, and morale simultaneously. He has helped companies save hundreds of millions of dollars by helping them find and eradicate the hidden systems lurking inside every operation. His current focus is to help prepare companies to compete in the new environment of Industry 4.0.

He has educated over five hundred top-level leaders in the MIT Sloan Executive Education program in Oil & Gas, petrochemicals, mining, and healthcare. When not teaching, he spends most of his time in the operating environment, working directly with the front line to deliver measurable results in less than sixty days.

Dr. Carrier holds a B.S. in Chemical Engineering from the University of Michigan, a Ph.D. in Control Systems from MIT, and an MBA from the Harvard Business School.

View full bio

Do you suspect there is lost capacity in your current system? And are you stymied by the problem that when you ask what can be done, your staff asks for even more resources? You are not alone.

This phenomenon – first identified as hidden factories by MIT Sloan Alum Armand Feigenbaum – is common to all systems and driven by short-term fixes that ultimately result in 20 – 30% loss in human activity.
Catarina Madeira joined Corporate Relations in May 2021 as Program Director, Startup Exchange.

Madeira has been working with the Cambridge/Boston startup ecosystem for the past 10 years and joins Corporate Relations with a solid network in the innovation and entrepreneurial community. In 2010, she joined the startup accelerator IUL MIT Portugal working in Lisbon and working with the Cambridge team on all aspects related to the accelerator's launch. 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. Most recently 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 L’Oréal and Saboaria e Perfumaria Confiança as Pharmacist and Technical Director.

Madeira earned her Bachelor in Chemistry at the University of Porto and her Bachelor in Pharmaceutical Sciences at the University of Coimbra in Portugal. She went on to earn her Master of Engineering for Health and Medicines at University Lyon 1 and EM Lyon in France.
11:10 AM

Panel Discussion: MIT Startup Exchange Case Study - Colgate and LiquiGlide: Video starts at time stamp 1:09:22

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11:30 AM

Adjournment