



## *Creating and Sustaining an Innovation Culture*

### NEWS RELEASE

#### For Immediate Release

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**Key-note Speaker Announced! Dr. William Lucas of The Cambridge-MIT Institute to Present Its Study, “Models of Knowledge Exchange” at the Third Annual EIG Symposium November 6<sup>th</sup> and 7<sup>th</sup> in Cambridge, Massachusetts.**

CAMBRIDGE, MA – July 27, 2006 — **Product Genesis**, the **Radical Innovation Group**, the **National Venture Capital Association (NVCA)** and the **National Institute of Standards and Technology (NIST)** present the third annual symposium on *Entrepreneurship, Innovation and Growth* titled, **Creating and Sustaining an Innovation Culture** on Monday and Tuesday November 6 and 7<sup>th</sup> at the **Hotel Marlowe in Cambridge, Massachusetts.**

One of the key-note speakers for this year’s symposium will be Dr. William Lucas of the Cambridge-MIT Institute (CMI). He will present CMI’s multi-year study, “Models of Knowledge Exchange.” Using an enduring partnership of Cambridge and MIT, and an extended network of participants, the CMI from 2000 to 2006 undertook the task of studying how to improve the effectiveness of knowledge exchange between university and industry.

According to the Dr. Lucas of the CMI, “the overall purpose of the study is to enhance the effectiveness of Knowledge Exchange (KE), or the flow of applied information, between academia and industry. KE is considered a two way process in which the problems and market needs are transferred to academia to help define the goals of research and the fruits of that research are transferred to industry. The process is cyclic in nature and the knowledge gained is used to generate new knowledge which is transferred back. The MIT model of effectively bridging the university-industry interface is considered a key contributor to the US economy and a driver behind transforming high quality research into wealth creation. Understanding differences and identifying synergies in cultures between the alliance partners would enable CMI to create a productive relationship between university and industry.”



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Please join Dr. Lucas and a select panel of academic and industry leaders to discuss how universities and industry can promote, foster and exchange knowledge and innovation.

### About Dr. William Lucas:

William A Lucas is Deputy Director for delivery and assessment of the Cambridge-MIT Institute, and holds an appointment as Principal Research Scientist in MIT's Sloan School of Management. He was previously the Executive Director of the Sloan International Center for the Management of Technology. His current research interests include technology teams as knowledge systems; management of technology professionals; and the education of scientists, engineers, and technology-based entrepreneurs. Dr. Lucas went into private industry from 1983 to 1996, serving as an executive in two start-up companies, a management consultant on a variety of new communications service ventures, and then for five years president of his own venture-supported firm. He was subsequently Visiting Professor of Public Administration at George Washington University before joining MIT in 1997.

### About the Cambridge-MIT Institute (CMI)

The Cambridge-MIT Institute (CMI) is a pioneering partnership between two world-class institutions - the University of Cambridge in the UK, and the Massachusetts Institute of Technology (MIT) in the United States. The purpose of the alliance between Cambridge and MIT is to undertake education and research designed to improve competitiveness, productivity and entrepreneurship in the UK, and to forge stronger links between academic research and business. CMI has also attracted the support of the business community, and continues to encourage a widening participation by industry, regional policy bodies and fellow UK universities in its work.

For more information about the Cambridge-MIT Institute (CMI), visit: <http://www.cambridge-mit.org>

### Sponsors:

#### About Product Genesis:



Product Genesis, headquartered in Cambridge, Massachusetts, specializes in Strategic Innovation consulting services that help our clients create new business opportunities, a sustainable competitive advantage, and increased shareholder value. Spun out of the MIT Innovation Center in 1986, Product Genesis has worked with diverse organizations from Global 1000 corporations, to venture capital and private equity-backed firms, accelerating their success in the medical, industrial, commercial, consumer and technology markets.

For more information about Product Genesis, visit: [www.productgenesis.com](http://www.productgenesis.com).

#### About the Radical Innovation Group:



The Radical Innovation Group specializes in helping established companies, committed to technology-based and business model innovation, develop effective and sustainable innovation capabilities for growth and corporate renewal. Established in 2001 upon release of "Radical Innovation: How Mature Companies Can Outsmart Upstarts", the Radical Innovation Group combines RPI and Babson College academic insights, with leading-edge industry experiences, and works across diverse industries to accelerate the lifecycle of major innovation investments and increase the success rate of bringing new business opportunities to market.

For more information about the Radical Innovation Group, visit: <http://www.radicalinnovation.com/>



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### About the National Venture Capital Association (NVCA):



*National Venture Capital Association*

The National Venture Capital Association (NVCA) is a trade association that represents the U.S. venture capital industry. It is a member-based organization, which consists of venture capital firms that manage pools of risk equity capital designated to be invested in high growth companies. NVCA's mission is to foster greater understanding of the importance of venture capital to the U.S. economy, and support entrepreneurial activity and innovation. The NVCA represents the public policy interests of the venture capital community, strives to maintain high professional standards, provides reliable industry data, sponsors professional development, and facilitates interaction among its members.

For more information about NVCA, visit: [www.nvca.org](http://www.nvca.org)



### About the National Institute of Standards and Technology (NIST)

Founded in 1901, NIST is a non-regulatory federal agency within the U.S. Commerce Department's Technology Administration. NIST's mission is to promote U.S. innovation and industrial competitiveness by advancing measurement science, standards, and technology in ways that enhance economic security and improve our quality of life.

For more information about NVCA, visit: <http://www.nist.gov/>

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