



Howe School Alliance for Technology Management

The Howe School Alliance for Technology Management is a collaboration between business and academia which helps its partner organizations to better manage technology for strategic advantage. It does this by transferring best practices through seminars, conferences, roundtable meetings, and publications. Partners have the opportunity to exchange ideas in a collegial environment with faculty of the Howe School of Technology Management and a network of people in other organizations dealing with similar issues.

The Alliance addresses a very diverse group of issues under the broad umbrella of technology management. Topics include innovation as an ongoing strategy, business process redesign, achieving radical breakthroughs, intellectual property management, processes for product conception, project selection, metrics for measuring R&D effectiveness, R&D portfolio management, knowledge management, managing innovation, project management, new product team performance, and outsourcing of technology development.

HOWE SCHOOL ALLIANCE PARTNERS

Benefits include:

■ Evening Seminars

The new Babbio Center – home to the Howe School of Technology Management, with a magnificent view of the New York City skyline – provides an inspiring setting for stimulating evening talks by international experts in all areas of technology management and innovation. Seminars are held monthly during the academic year and are followed by a social hour to allow participants to exchange ideas.

■ Roundtable Meetings

These intimate forums facilitate the interchange of information on timely issues relating to the more effective management of technology. Conducted five times per year, meetings usually begin with a brief survey of the current state of the art presented by an authority such as a Howe School faculty member. This is followed by a discussion of current experiences of Alliance Partners. Written "Takeaways" documenting key learnings are distributed. These meetings provide Partners with inputs from diverse organizations, in a collaborative, problem-solving environment.

■ Annual Conference

These one-day conferences bring together world-renowned researchers and practitioners to present and debate their ideas on specific areas within the broad umbrella of technology management. Complimentary admission is provided for two representatives of each Partner.

■ Direct Links to Stevens Faculty

Partners are invited to periodic research colloquia at which they converse with faculty doing leading applied research in areas such as technology strategy, project management, new product development, process and service innovation, and technology commercialization. The Alliance also provides a bridge to research conducted by faculty of the Schaefer School of Engineering and the Imperatore School of Sciences and Arts. Partners can request advice and guidance from faculty on areas of mutual interest or referral to a recognized expert in the field. They also have access to working papers and journal articles written by faculty. They receive complimentary copies of the Howe School Annual Research Report, which summarizes the research achievements of our faculty and provides brief descriptions of all current research projects.

■ Collaborative Research Projects

The Alliance provides an opportunity for Partners to work with faculty on research projects in areas that have both academic and practical interest. They also have a voice in the selection of faculty research projects.

■ Annual Advisory Meetings

Partners can comment on the educational and research programs of the Howe School. They also help decide the coming year's agenda -- topics for the Roundtable meetings, the Seminar Series, the annual Conference, and other activities that will maximize benefits to their organizations.

■ Current Issues in Technology Management

This tri-annual Alliance publication provides overviews of current research and practice in areas that impact the management and utilization of technology.

■ Access to Special Symposia, Workshops & Short Courses

As topics are identified where more in-depth treatment is wanted, or where exposure of a larger group of Partner employees is desirable, the Alliance delivers special symposia and workshops. A variety of short courses are also available.

■ Student Internship Program

Partners have access to undergraduate and graduate students seeking summer internships and full time employment. An annual careers evening provides an outstanding opportunity for Partner executives to meet undergraduate and graduate students.

■ Executive Speaker Program

Executives from Alliance Partner organizations are invited to serve as guest speakers in Howe School courses.

■ Access to a Network of People in Other Organizations

The Alliance provides many opportunities to exchange ideas with a diverse network of people dealing with similar issues, in a collegial environment. In addition to the opportunities listed above, a gala cocktail party provides an annual opportunity for Partners to socialize with one another and with faculty in the inspiring surroundings of the Babbio Center.

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HOWE SCHOOL ALLIANCE SPONSORS

Organizations willing to make a larger contribution to the Howe School participate in the Alliance at the Sponsor level. Sponsors receive all benefits of Howe School Partners, as well as the following:

- Sponsor organization names and logos are prominently displayed in Alliance publications, on the website, and on a wall plaque in the Babbio Center.
- Sponsors may place a yearly announcement in *Current Issues in Technology Management*.
- Sponsor organizations may book the Babbio Center, subject to availability, for their private use. With its magnificent views of the New York skyline, this venue provides the perfect setting for an inspirational corporate event.
- Complimentary benchmarking of Sponsor innovation practices against best-of-breed practices is offered, based upon a highly acclaimed research study on innovation.
- Access is available to the Alliance Director and Howe School faculty for telephone questions and advice.
- Complimentary admission for ten employees to the Annual Conference.
- Reduced rates on special symposia and workshops.

HOWE SCHOOL CENTER FOR TECHNOLOGY MANAGEMENT RESEARCH

The Howe School Alliance for Technology Management provides business and government organizations with a bridge to the research carried out by the Howe School Center for Technology Management Research (CTMR).

CTMR is dedicated to the support of innovative research in the field of technology management. The greatest strength of the Center is the enormous productivity of our faculty, who are developing new ideas and achieving international acclaim in areas such as innovation management, project management, process innovation, and decision technologies.

The Howe School Alliance for Technology Management has its roots in the Stevens Alliance for Technology Management (SATM), founded in 1991. SATM played a critical role in the establishment of the Howe School and, through its educational programs, its research, and its effective transfer of management practices, has helped numerous organizations and has contributed to the professional development of thousands of technology professionals and executives over a 15-year period.

Under its new name, the Howe School Alliance for Technology Management will build upon the SATM foundation and will expand the scope and scale of its offerings.

"I believe that the Alliance brings to its membership some of the most current, relevant, and usable educational topics that have real impact on the management of technology and business in our highly unstable and risk-filled world. The mix of experienced academic and business participants at the meetings always makes for interesting and worthwhile discussions. Much learning occurs as real people deal with real issues. It is probably one of the most efficient uses of educational funds."

Roy S. Nicolosi,
Sr. Vice President and Chief Information Officer, ISO

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