

We are pleased to announce the 2005 SATM Conference, to be held on Thursday May 19:

SATM Annual Conference

STEVENS ALLIANCE FOR TECHNOLOGY MANAGEMENT

Innovation as an On-going Strategy

Today's business environment is characterized by accelerating, risk-filled change. The challenge of aggressive competition from traditional competitors is magnified as disruptive, "asymmetrical" challenges come from non-traditional competitors throughout a global economy. As a consequence, innovation – the creation of value through the implementation of novel ideas – must be pursued purposefully, aggressively, and continuously. This requires an innovation strategy. But since innovation cannot be brought about on demand, the concept of an "innovation strategy" itself requires some reflection.

The 2005 SATM Conference will provide an understanding of innovation strategy as an integral part of business strategy, and look at how some organizations are dealing with the necessity for continual innovation. It will explore such topics as: What do we mean by innovation as a strategy? How do organizations decide on fertile areas for innovation? Since innovation must be "bought" by consumers in order to be successful, how should we gather meaningful "intelligence" regarding consumer needs? What are best practices for developing high-value innovations?

We are pleased to have four distinguished speakers who will present views, experiences and results of innovation and the strategies that include or are driven by innovation.

Anthony Le Storti, Principal of Ideatecs, will set the stage by exploring the concept of innovation as a strategy. **Peter Koen**, Associate Professor, Howe School of Technology Management, will discuss his research findings on both World Class Innovation and best practices, based on one of the first large surveys focused on the discovery portion of the innovation process. **Stephan Wiet**, Director, Consumer Sciences for McNeil Consumer & Specialty Pharmaceuticals, will describe the efforts of his company to relate innovation strategy with customer feedback and advice, and **David Belanger**, Chief Scientist for AT&T Laboratories, will discuss AT&T's approach to defining innovation strategy.

The Conference should appeal to technology managers, product managers, marketing managers, corporate and business unit managers, and anyone else involved with innovation, strategy, or continuously improving business performance

The Conference will be held on May 19th from 9:00 - 4:00 at AT&T Laboratories, 180 Park Avenue, Florham Park, NJ. Directions will be sent to registrants. Attendance is free for employees of SATM Sponsor organizations and members of the Stevens community. The fee for others is \$300. A continental breakfast will be available from 8:30 – 9:00 AM and lunch will be provided. Dress is business casual.

To attend, please mail the registration form to Sharen Glennon, Stevens Institute of Technology, Castle Point on the Hudson, Hoboken, NJ 07030, or fax it to (201) 216-5385. You can register by phone at (201) 216-5381, or sglennon@stevens.edu.

Conference Registration

SATM

EMPLOYEE OF ALLIANCE SPONSOR
YES___ NO___

STUDENT IN EXECUTIVE MASTERS PROGRAM
YES___ NO___

OTHER STEVENS COMMUNITY
YES___ NO___

___ CHECK FOR \$300 IS ENCLOSED

___ BILL ME AT THE ADDRESS LISTED HERE

Directions to the site will be e-mailed to registrants.

Dr./Mr./Ms

TITLE

ORGANIZATION

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