

INNOVATION SPEAKER SERIES

Lessons

from the **Leaders**

by RUDIE LION, MBA

THE EVENT: The Center for Innovation, Excellence and Leadership (IXL Center), Boston Innovators and Arthur D. Little are pleased to announce our next speaker, **Rudie Lion**, a leading technology and business expert in the emerging space of biometrics and human identification and currently member of the WCC Group. Mr. Lion's presentation title is "**Standards as the Motor of Innovation – the Business Case of How Biometrics and Electronic Passports Revolutionized Identity Verification.**" Please join us on **December 15th, 2008** from 6:00 to 7:00 PM at the 6th Floor auditorium at the Hult International Business School, **One Education Street, Cambridge, MA**. There will be an opportunity to network with other like-minded individuals at Lingo downstairs after the presentation.

THE TOPIC: In the aftermath of 9/11, biometric technologies were heavily promoted as the solution to prevent terrorists from using falsified ID documents. Seven years later, 80% of the world's passports are being issued in electronic format with embedded biometrics. This presentation will discuss how the development of worldwide standards played a critical role in the rapid adoption process, and highlights the opportunities that lay ahead, such as Automated Border Control, other forms of electronic credentials, biometric matching and identity assurance.

THE SPEAKER: Rudie Lion is an expert in the field of identity verification and document authentication. He has conducted extensive market analysis projects and provides strategic advice on market opportunities for technologies such as biometrics, security printing, document readers, smart cards, and identity management. Most recently he authored the fourth Annual Report on ePassports. Rudie helps develop market-driven product strategies for the ID market at the WCC Group, a technology leader in advanced identity matching using multiple biometrics and/or biographic criteria. He holds an MBA with a specialization in International Marketing from Babson College.

Mark your calendars and plan to attend and meet a thought leader and practitioner of innovation. Please sign up at www.ixl-center.com. If you have any questions, please email Milagros Masini at milagros.masini@ixl-center.com.



Arthur D Little

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About The Center for Innovation, Excellence and Leadership:



The Center for Innovation, Excellence and Leadership (IXL Center) has the mission to (1) develop and publish deep insights on the topic of innovation breakthroughs and innovation management, (2) provide training for practitioners and managers to become high performing innovation managers, and (3) build a community of innovation thought leaders and practitioners. The IXL Center is located on the campus of the Hult International Business School in Cambridge, MA. The Center's advisors include leaders of Imaginatik, InnovationTools, the Monitor Group, Arthur D Little and Hult. IXL's adjunct faculty include innovation leaders from companies like Motorola, Osram Sylvania and Natura, design experts from firms like Laga, TRIZ experts from GEN3 and management consultants from Arthur D Little and Monitor. For more information, please contact milagros.masini@ixl-center.com or call +1 617 259 8417.

About Hult International Business School:



Hult International Business School, formerly known as the Arthur D. Little School of Management, has a long history of excellence in education. Attracting a truly international student body, Hult offers a global, one-year MBA with a world-class faculty and a unique action-learning curriculum in four world class cities - Boston, Dubai, London and Shanghai. For more information on Hult International Business School, please visit www.hult.edu.