

INNOVATING THROUGH A DOWNTURN

A Panel Discussion with Innovation Experts & Industry Practitioners

THE EVENT: The Center for Innovation, Excellence and Leadership ([IXL Center](#)) will host a panel of prestigious innovation experts and industry practitioners to discuss a very relevant topic on “Innovating through a Downturn”. The event will be on **Wednesday, January 28th, 2009** from 6:30 to 8:00 PM at the **Hult International Business School** in Cambridge, MA. The panel composed of **Scott D. Anthony** (President of [Innosight](#)), **Dr. Makarand Chipalkatti** (Corporate Innovation Manager of [Osram Sylvania](#)) and **Ron Jonash** (ex-Head of Innovation at both the Monitor Group and Arthur D Little) will be moderated by Dr. Hitendra Patel, Professor of Innovation at Hult and the Managing Director of the IXL Center. This is one event that you should not miss.

*[Due to the snow storm on January 28, IXL Center decided to cancel and move the event to **February 3**. The event still pushed through even though there was another snow storm on that day. However, **Scott Anthony**, who was one of our panelists, was not able to arrive because of the snow storm. **Kevin Bolen**, a colleague and Senior Director at Innosight, replaced Scott.]*

THE TOPIC: During this time of economic uncertainty and credit crunch, what happens to innovation activities within organizations? Is it a problem for the organization or will it be force that saves the company? Is innovation a nice-to-have and should it be eliminated or is it a must-have and efforts should be redoubled? What is the conventional wisdom? What should be your innovation strategy? Submit your questions and see what lessons we can learn from these leaders.

Mark your calendars and plan to attend. Please sign up [here](#). If you have any questions, please contact Milagros Masini at milagros.masini@ixl-center.com.

Please join us at Lingo’s downstairs after the debate and network with the speakers and participants.

SPONSORS:



THE PANELISTS:



Scott D. Anthony, President of Innosight *(unavailable due to snow storm)*

Scott has worked with a wide range of Fortune 500 and start-up companies. He is a featured speaker on topics of growth and innovation. Scott has written three books on innovation: *Seeing What's Next*, *The Innovator's Guide to Growth* and *The Silver Lining: An Innovation Playbook for Uncertain Times*. He has published widely in publication like the *Wall Street Journal*, *Harvard Business Review*, and *BusinessWeek*.

Prior to Innosight, Scott was a senior researcher with Clayton Christensen, managing a group that worked to further Christensen's research on innovation. Previously, he worked as a consultant for McKinsey & Co., a strategic planner for Aspen Technology, and a product manager for WorldSpace Corporation.

Scott received a BA in economics summa cum laude from Dartmouth College and an MBA with high distinction from Harvard Business School, where he was a Baker Scholar.



Kevin Bolen, Senior Director of Innosight *(replaced Scott Anthony)*

Kevin is a Senior Director with Innosight. He has balanced his career among management consulting, strategic planning, and marketing leadership roles in a variety of high growth environments. He has worked for and consulted with Fortune 500, mid-sized, and start-up enterprises primarily in the IT software and services sectors. He has also consulted for clients in the mobile device, packaged goods, retail, travel, and transportation industries.



Dr. Makarand Chipalkatti, Corporate Innovation Manager of Osram Sylvania

Dr. Makarand is a central force in accelerating the company's innovation process, which in turn builds business. He is also responsible for facilitating funding from external sources. He serves as the Chairman of the National Electrical Manufacturers Association's (NEMA) Solid State Lighting Section, coordinating with the Department of Energy (DOE) in the Next Generation Lighting Industry Alliance effort, and collaborating with the Massachusetts Institute of Technology Media Lab and RPI Lighting Research Center.

Dr. Makarand holds a Doctorate degree in Polymer Science and Engineering from the University of Massachusetts, a Master's degree in Chemical Engineering from Michigan Technological University, and a Bachelor's degree in Chemical Engineering from the Indian Institute of Technology.



Dr. Stephen Hodges, President of the Hult International Business School

Dr. Stephen Hodges is the Chairman of the Board and President of the Hult International Business School. Prior to joining Hult, he was the General Manager for Credit Cards at Standard Chartered Bank in Hong Kong, and was heavily involved in several major acquisitions. He also worked as a management consultant with McKinsey & Company in London. He is a British citizen and holds a Ph.D. from Manchester University, and an MA from Cambridge University. He completed two years of post-doctorate research in Electronic Engineering with AT&T research in Cambridge and is the co-author of several patents in data communication.

Dr. Hodges started his career with McKinsey & Company in London, where he was an associate principal. While at McKinsey, Dr. Hodges specialized in establishing new businesses for his clients. He led the establishment of several new Internet companies in the United Kingdom as well as a credit card company in Spain.



Ronald Jonash, Ex-Head of Innovation at the Monitor Group and Arthur D. Little

For 15 years, Ron was the managing director of the Technology and Innovation Management Practice for Arthur D. Little worldwide. He was also Chief Innovation Officer and served on their Technology Investment Board and Management Education Institute Board. Most recently, he was a senior partner of the Monitor Group where he founded and led their Innovation practice and was founder of IMI (Innovation Management Inc.). His specialties are the strategic management of innovation, technology and R&D to create and capture maximum value. With degrees in Economics and Engineering Systems from Princeton University where he also received his Master's Degree in Architecture and Design, he has led numerous executive leadership and development programs at major companies and has been a visiting lecturer at Rice, Wharton and Columbia universities and the Hult International Business School.

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 Center'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 +1 857 212 3430.

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.