

FRONTIERS OF INNOVATION AND ENTREPRENEURSHIP, 6TH EDITION

WORKSHOP IN COLLABORATION WITH
MIT SLOAN SCHOOL
OF MANAGEMENT

DIRECTORS

MERCEDES DELGADO

COPENHAGEN BUSINESS SCHOOL AND
MIT INNOVATION INITIATIVE

EMILIO J. CASTILLA
MIT SLOAN

VENUE

MIT SLOAN

VIRTUAL CLASSROOM

JUNE 7-10, 2021

MONDAY 7TH

- 15:00 e-Networking (e-MITroom)
- 15:45 **Ezra Zuckerman Sivan**, Associate Dean for Teaching and Learning, MIT Sloan and **Vicente J. Montes Gan**, CEO, Rafael del Pino Foundation
Welcome and Introductory Remarks
- 16:00 **Pierre Azoulay**, MIT Sloan and NBER
Incentives for Breakthrough Innovation
- 17:30 Break
- 18:00 **Fiona Murray**, Associate Dean for Innovation and Inclusion at MIT Sloan, and co-director of MITii
Innovation Ecosystems

TUESDAY 8TH

- 16:00 **Scott Stern**, MIT Sloan and NBER
The Foundations of Entrepreneurial Strategy
- 17:30 Break
- 18:00 **Steven Eppinger**, MIT Engineering Systems Division and MIT Sloan
Design Thinking Skills and Systematic Innovation: Responsible Design

WEDNESDAY 9TH

- 16:00 **Mercedes Delgado**, Copenhagen Business School and MIT Innovation Initiative
Startups and Smart-Cities Ecosystem
Panel of Startups:
Umberto Fugliando, Research Manager, MIT Senseable City Lab
Ramon Gras Alomà, City Science researcher at Harvard, Co-Founder at Aretian Urban Analytics & Design
Cory Siskind, CEO and founder of Base Operations
- 17:30 Break
- 18:00 **Emilio Castilla**, MIT Sloan and MIT Institute for Work and Employment Research
The Future of Work and COVID-19

THURSDAY 10TH

- 16:30 e-Networking Event (e-MITroom)
- 17:30 Break
- 18:00 **Bill Aulet**, Managing Director of the Martin Trust Center for MIT Entrepreneurship and Professor of the Practice at MIT Sloan
Disciplined Entrepreneurship
- 19:40 Closing Remarks (ends at 20:00)

MONDAY 7TH

- 08:45 e-Networking (e-MITroom)
- 09:45 **Ezra Zuckerman Sivan**, Associate Dean for Teaching and Learning, MIT Sloan and **Vicente J. Montes Gan**, CEO, Rafael del Pino Foundation
- 10:00 **Pierre Azoulay**, MIT Sloan and NBER
Incentives for Breakthrough Innovation
- 11:30 Break
- 12:00 **Fiona Murray**, Associate Dean for Innovation and Inclusion at MIT Sloan, and co-director of MITii
Innovation Ecosystems

TUESDAY 8TH

- 10:00 **Scott Stern**, MIT Sloan and NBER
The Foundations of Entrepreneurial Strategy
- 11:30 Break
- 12:00 **Steven Eppinger**, MIT Engineering Systems Division and MIT Sloan
Design Thinking Skills and Systematic Innovation: Responsible Design

WEDNESDAY 9TH

- 10:00 **Mercedes Delgado**, Copenhagen Business School and MIT Innovation Initiative
Startups and Smart-Cities Ecosystem
Panel of Startups:
Umberto Fugiglando, Research Manager, MIT Senseable City Lab
Ramon Gras Alomà, City Science researcher at Harvard, Co-Founder at Aretian Urban Analytics & Design
Cory Siskind, CEO and founder of Base Operations
- 11:30 Break
- 12:00 **Emilio Castilla**, MIT Sloan and MIT Institute for Work and Employment Research
The Future of Work and COVID-19

THURSDAY 10TH

- 10:30 e-Networking Event (e-MITroom)
- 11:30 Break
- 12:00 **Bill Aulet**, Managing Director of the Martin Trust Center for MIT Entrepreneurship and Professor of the Practice at MIT Sloan
Disciplined Entrepreneurship
- 13:40 Closing Remarks (ends at 14:00)



BILL AULET

Bill is Managing Director, Martin Trust Center for MIT Entrepreneurship and Professor of the Practice, MIT Sloan School of Management. Bill is changing the way entrepreneurship is understood, taught and practiced around the world. He is an award-winning educator and author whose current work is built off

the foundation of his 25-year successful business career first at IBM and then as a three-time serial entrepreneur. Since 2009, he has been responsible for leading the development of entrepreneurship education across MIT at the Trust Center. His first book, *Disciplined Entrepreneurship*, released in August 2013, has been translated into over 18 languages and has been the content for three online edX courses which have been taken by hundreds of thousands of people in 199 different countries. The accompanying follow on book, *Disciplined Entrepreneurship Workbook*, was released in April 2017. He has widely published in in places such as the Wall Street Journal, TechCrunch, the Boston Globe, the Sloan Management Review, the Kauffman Foundation, Entrepreneur Magazine, MIT Sloan Experts and more. He has been a featured speaker on shows such as CNBC's Squawk Box, BBC News, Bloomberg News as well as at events and conferences around the world. He has degrees from Harvard and MIT and is a board member of MITEK Systems (NASDAQ: MITK) and XL Hybrids Inc. (Private) as well as a visiting professor at University of Strathclyde (Scotland). Bill has earned external recognition as well for his efforts which include Boston 50 on Fire, 2017 Favorite MBA Professors from Poets and Quants, and 2018 Nannerl Keohane Distinguished Visiting Professorship at the University of North Carolina at Chapel Hill and Duke University.



PIERRE AZOULAY

Pierre is the International Programs Professor of Management at MIT's Sloan School of Management and a faculty Research Fellow at the National Bureau of Economic Research. Azoulay teaches courses on strategy and technology strategy at MIT Sloan. Previously, he was an associate professor of management at

Columbia University's Graduate School of Business. His research centers on how organizational design and social networks influence the productivity of research and development in the healthcare sector. Currently, Azoulay is studying the impact of superstar researchers on the research productivity of their colleagues in the academic life sciences. He also is interested in the topic of academic entrepreneurship, having recently concluded a major study of the antecedents and consequences of academic patenting. In the past, he has investigated the outsourcing strategies of pharmaceutical firms, in particular the role played by contract research organizations in the clinical trials process. Azoulay holds a Diplôme D'études Supérieures de Gestion from the Institut National des Télécommunications, an MA in telecommunications from Michigan State University, and a PhD in management from the MIT Sloan School of Management.



EMILIO CASTILLA

Emilio is the NTU professor at the MIT Sloan School of Management, where he teaches courses in human resource management and employment practices. He joined MIT after being a faculty member in the Management Department at the Wharton School of Business. He is the head of the Work and Organization

Studies Group and a faculty member at the Institute for Work and Employment Research at MIT; he is also a research Fellow at the Center for Human Resources at the Wharton School. He received his post-graduate diploma degree in business from the Management School in Lancaster University (UK) and his PhD in Sociology from Stanford University. His research focuses on the organizational aspects of work and employment. He is particularly interested in investigating how social and organizational processes influence key employment outcomes over time, and he tackles his research questions in a variety of empirical settings. Recently, his work has focused on the role that merit and merit-based work practices play in shaping employees' careers in today's workplace. He has published chapters in several books as well as articles in a number of scholarly journals. Examples of articles include "Gender, Race, and Meritocracy in Organizational Careers," *American Journal of Sociology* (2008), "The Paradox of Meritocracy in Organizations" (with S. Benard), *Administrative Science Quarterly* (2010), and "Bringing Managers Back In: Managerial Influences on Workplace Inequality," *American Sociological Review* (2011). His last book is titled *Dynamic Analysis in the Social Sciences*. He was awarded the W. Richard Scott Award for Distinguished Scholarship in 2001 and the Outstanding Publication in Organizational Behavior Award in 2011.



MERCEDES DELGADO

Mercedes is Associate Professor of Strategy and Innovation at Copenhagen Business School and Research Scientist at the MIT Innovation Initiative. Delgado's research focuses on the relationship between the regional business environment and the performance of inventors, firms, regions,

and countries. She examines the role of regional clusters—geographic concentrations of related industries, firms, and supporting institutions—in job creation, innovation, entrepreneurship, inclusivity, and resilience. Delgado has developed new methods for defining and mapping industry clusters and the supply chain economy, providing tools to help firms, practitioners, and policymakers create regional and national strategies. In recent work, she explores the interaction between firm location choices through the value chain and firm performance. Delgado's work has been published in top economic, policy, and strategy journals. She has received a number of prestigious fellowships and research grants, including a Ph.D. fellowship from Fundación Rafael del Pino and a recent National Science Foundation grant on Mapping the Inventor Gender Gap. She recently served as a lead researcher on the US Cluster Mapping Project: Mapping a Nation of Regional Clusters. Delgado earned a PhD in Business Economics from the Universidad Complutense de Madrid and completed postdoctoral fellowships at Harvard Business School and the National Bureau of Economic Research's Innovation Policy and the Economy Group.



STEVEN D. EPPINGER

Steven is Professor of Management Science at the MIT Sloan School of Management. He also holds the General Motors Leaders for Global Operations Chair and has a joint appointment in MIT's Engineering Systems Division. He is currently the faculty co-director of the System Design and Management program with

masters degree tracks in integrated product development and in complex system development. Eppinger served as Deputy Dean of the MIT Sloan School from 2004 to 2009. He teaches courses in product design and innovation, engineering project management, and product management. Notably, he has created an interdisciplinary product development course in which graduate students from engineering, management, and industrial design programs collaborate to develop new products. Eppinger has co-authored a leading textbook entitled Product Design and Development. His research addresses the management of complex engineering projects such as development of automobiles, aircraft, capital equipment, software, mechatronics, and telecommunication systems. This research has used the design structure matrix (DSM) method and has developed several analytical modeling extensions to the DSM approach. In addition to several private corporate advisory positions, he serves on the Advisory Board of Design Society, on the Research Advisory Council of Design Management Institute, on the Advisory Board of Directors of Society of Concurrent Product Development, on the Advisory Council of Portland International Center for Management of Engineering & Technology (PICMET).



FIONA MURRAY

Fiona is the Associate Dean of Innovation at the MIT Sloan School of Management, Alvin J. Siteman (1948) Professor of Entrepreneurship and the Faculty Director of the Martin Trust Center for MIT Entrepreneurship. She is the Co-Director of MIT's Initiative for Innovation. She is also an associate of the National Bureau of

Economic Research. Murray holds an MA in chemistry from Merton College, University of Oxford, and an MS and PhD in engineering and applied sciences from Harvard University. She is an international expert on the transformation of investments in scientific and technical innovation into innovation-based entrepreneurship that drives jobs, wealth creation, and regional prosperity. She has a special interest in entrepreneurship, the commercialization of science and the economics of entrepreneurship and innovation. She has done extensive work with entrepreneurs, governments, large corporations and philanthropists designing and evaluating the policies and programs that shape vibrant entrepreneurial ecosystems: prizes competitions, accelerators, patent licensing rules and proof of concept funding programs.



SCOTT STERN

Scott is the David Sarnoff Professor of Management at the MIT Sloan School of Management. Stern explores how innovation and entrepreneurship differ from more traditional economic activities, and the consequences of these differences for strategy and policy. His research in the economics of innovation

and entrepreneurship focuses on entrepreneurial strategy, innovation-driven entrepreneurial ecosystems, and innovation policy and management. Recent studies include the impact of clusters on entrepreneurship, the role of institutions in shaping the accumulation of scientific and technical knowledge, and the drivers and consequences of entrepreneurial strategy. Stern has worked widely with practitioners in bridging the gap between academic research and the practice of innovation and entrepreneurship. This includes advising start-ups and other growth firms in the area of entrepreneurial strategy, as well as working with governments and other stakeholders on policy issues related to competitiveness and regional performance. In recent years, Stern has developed a popular new MIT Sloan elective, Entrepreneurial Strategy, co-founded the MIT Regional Entrepreneurship Acceleration Program, advised the development of the Social Progress Index, and served as the lead MIT investigator on the US Cluster Mapping Project. Stern is the director and co-founder of the Innovation Policy Working Group at the National Bureau of Economic Research. In 2005, he was awarded the Kauffman Prize Medal for Distinguished Research in Entrepreneurship.



EZRA ZUCKERMAN SIVAN

Ezra is Associate Dean for Teaching and Learning and the *Alvin J. Siteman (1948) Professor of Strategy and Entrepreneurship*. He is also cofounder of MIT Sloan's PhD Program in Economic Sociology. As Deputy Dean, he has responsibility for all of Sloan's faculty, approximately 200 (hiring, promotion and tenure,

performance evaluation, and compensation), and half a dozen research centers based in Sloan. Zuckerman is an economic sociologist whose research focuses on showing how an understanding of fundamental social processes is important for shedding light on key issues in business and management, as well as how an appreciation for the dynamics of business and management inform our understanding of fundamental social processes. He is perhaps best known for demonstrating the importance of categorical structures in shaping valuation in various markets. Zuckerman's master's and executive level teaching centers on competitive and technology strategy, and he teaches two doctoral courses, "Sociology of Strategy" and "Identity and Action." Zuckerman holds a BA in political science from Columbia University as well as an MA and a PhD in sociology from the University of Chicago.

PANEL OF STARTUPS



UMBERTO FUGIGLANDO



Umberto is a Research Manager at the Senseable City Lab at Massachusetts Institute of Technology (MIT), a multidisciplinary research group that studies the interface between cities, people, and technologies. He has been leading and managing multi-stakeholder research projects on data science applied to urban

technology initiatives, and conducted research focusing on human driving behavior and mobility patterns in cities. Moreover, he is in charge of developing and maintaining partnerships between cities, companies and foundations that support the group's research agenda. He regularly speaks at international conferences and private companies' events, contributing in the fields of smart, sustainable and connected cities. Additionally, Umberto serves as an External Expert for the European Commission, working with policy makers on the future of mobility. Umberto's background is in Applied Mathematics and Engineering, and he has studied in Italy, Sweden, Canada and US.



RAMON GRAS



Ramon is an urban designer, civil engineer, and city scientist from Barcelona, working on the urban innovation space. Ramon's research at Harvard focuses on developing AI and machine learning models to support the criteria of civil engineering, architecture and urban design helping to trigger the latent economic

forces of society, allowing the generation of distributed prosperity. Along with Jeremy Burke, co-founder of Aretian, Ramon Gras published the first Atlas of Innovation Districts in 2019. Ramon is a graduate of the inaugural cohort of Harvard's newest design engineering program. At Harvard, Ramon developed an urban design plan for the redevelopment of the port of Tallinn, Estonia,

as well as urban studies for the Boston Seaport Innovation District. Prior to developing his joint thesis with Jeremy Burke at Harvard, Ramon worked at Ferrovial's London innovation office, where he led cutting edge design projects. Ramon's Master thesis at MIT addressed the problem of consolidation in air freight transport by designing an advanced Business Intelligence platform. Ramon's early research at BarcelonaTech focused on bridge design, high performance materials and nanotechnology applications for structural engineering.



CORY SISKIND



Cory Siskind is the Founder and CEO of Base Operations. Base Operations combines field expertise with AI in the first, global, street-level, predictive threat analytics platform for enterprise security departments. Cory began her career as a geopolitical risk consultant in Mexico City for Control Risks, helping businesses safely enter emerging markets. Later, she facilitated their expansion across Latin America as a Management Consultant at Booz & Co. Cory holds an MBA from MIT, an MPA from Harvard University, and a BA from Tufts University.



VICENTE J. MONTES GAN

Vicente holds a Bachelor in Economics (*Autónoma University of Madrid*), a Doctorate of Philosophy (School of Law, Complutense University of Madrid) and is Member of the *European Academy of Sciences and Arts*. He is member of the *Spanish State Economist and Trade Specialist Corps*, Officer of the Royal Order of Isabel La Católica, Leão de Oro of the Republic of Angola (AIA) and I Essay Prize Casa África. He is the Director (CEO) of the *Rafael del Pino Foundation*, Vicepresident of the Spanish Association of Foundations, Founder and President of the NGO *Liberdom*, member of the Board of Trustees of the NGO *Flying Doctors AMREF HEALTH AFRICA*, and member of the Editorial Boards of the academic magazine *Información Comercial Española*. Previous positions include: Vicepresident of the UN Global Compact Spanish Network; President of the Spanish State Economists & Trade Specialist Association; Economic and Commercial Counsellor at the Embassy of Spain in Angola, Namibia, Congo, DR Congo, São Tome and Principe and Zambia; Director at ICEX; and Deputy Director General of the *Spanish Court of Competition*. He has also been Professor of Economic Analysis (*Carlos III University of Madrid*) and Chairman of the Department of Economics of the *Ateneo de Madrid*.



CARLOTA TABOADA

Carlota is the Research and Online Programs Director at the Rafael del Pino Foundation. She holds a Bachelor's Degree in Education and English Studies from the *University of Santiago de Compostela*, an MPhil in Culture and Heritage Management from the *Carlos III University of Madrid*, and an MPhil in Modern Languages and Education Research from the *University of Murcia*.

