

POMS Product Innovation and Technology Management (PITM) Mini Conference

Date: Saturday, October 31st 2015, 11:00am-5:30pm

(Prior to the INFORMS Annual Meeting)

Co-Sponsored by

Mack Institute for Innovation Management, The Wharton School, University of Pennsylvania

&

Batten Institute for Entrepreneurship and Innovation, Darden School of Business, University of Virginia



The Product Innovation and Technology Management College of POMS will hold its bi-annual mini-conference at the Mack Institute for Innovation Management, The Wharton School, University of Pennsylvania on Saturday, October 31 2015. As in previous years, the mini-conference this year promises to be an intellectually stimulating event that will showcase leading edge thinking and ideas from the world of practice and academia in the area of innovation. A tentative conference agenda is enclosed below. A link to register for the conference will follow shortly in the next week.

Conference Check-In and Boxed Lunch Pick-Up: 11:00am

Conference Wrap-Up: 5:30pm

Confirmed Speakers and Events:

- **Karl Ulrich**, Vice Dean of Entrepreneurship and Innovation and the CIBC Professor of Entrepreneurship and e-Commerce at the Wharton School of the University of Pennsylvania
- **Dan Levinthal**, Reginald H. Jones Professor of Corporate Strategy and Department Chair at the Wharton School of the University of Pennsylvania
- **Ari Brooks**, Director of Endocrine and Oncologic Surgery and Director of the Integrated Breast Center at Pennsylvania Hospital
- **Robert Borland**, Directing Senior Manager, External Innovation R&D and IT at Johnson and Johnson
- **PITM Research Incubator**
- **PITM Best Student Paper Presentation and Award Ceremony**

Organizing Committee:

Raul Chao (University of Virginia)

Anant Mishra (George Mason University)

Gulru Ozkan Seely (University of Washington)

Sebastian Fixson (Babson College)

Sezer Ulku (Georgetown University)

Debasish N. Mallick (University of St. Thomas)