ETM
Department of Engineering and Technology Management

Technology Management Seminar Series
Graduate Seminars – Winter 2014

Design Thinking

The subject of design thinking is getting a lot of attention nowadays in the business world but is not well defined.

In his talk Shimon will start by reviewing a few definitions of design thinking. He will then discuss various ways of thinking we utilize for design.

Those range from solution to well-defined problems with very narrow range of possible solutions to design challenges that require more creative thinking and may result in wide range of possible solutions.

Shimon Shmueli
Founder & President, Touch 360

Shimon is the founder of Touch360, a strategic product design and innovation firm. His expertise is in product design, new product development, innovation processes and methods, and marketing/branding.

Prior to Touch360, he held leadership positions at IBM, among them worldwide marketing manager for ThinkPad consumer products, evangelist for new mobile platforms, and strategist for IBM Microelectronics division. He was the co-founder CTO of KeyNetica, the company that developed mobile computing products and that pioneered the concept of pocket servers. Shimon is the author of numerous invention disclosures and patents, the pervasive USB Flash Drive among them, and has facilitated the introductions of many other innovations with his clients.

Shimon holds MSEE, MBA, and MID degrees. He is currently adjunct professor at ETM. Prior to that he taught marketing at Elon University and new product development at George Mason University graduate program. Shimon has been an invited speaker and conducted workshops at various design and technology events, among them the ICSID/IDSA World Design Congress, various Product Development & Management Associations events, the Taiwan Design Center, MIT Sloan, Guangzhou Academy of Fine Arts, and Virginia Tech School of Design.

Day: February 21, 2014
Time: 3:15 pm – 4:15 pm
Room: Cramer Hall 271