



# ETM

## Department of Engineering and Technology Management

### Technology Management Seminar Series

#### Graduate Seminars - Winter 2009



**Chris Smith**  
Director of Sales, Vanguard Systems

**Education:**  
BA , Concordia University

**Background:**  
Chris has 15 years experience in the Electronics Manufacturing Services industry and a track record of aligning successful customer relationships in his career.

[http://www.vanguard-ems.com/company/bios/Chris\\_Smith.asp](http://www.vanguard-ems.com/company/bios/Chris_Smith.asp)

#### Seminar Topic:

Perfecting Alignment Leads To Competitive Advantage

#### Abstract:

Competitive advantage often times can be illusive and in the worse case self deceiving. If you do not have it you blend in with your competitors and the only advantage you have is personality and price. This is a bad situation for a company to find itself in. Worse, is when you are the only one who believes in your competitive advantage and your market is unimpressed. A lot of money is spent and wasted on a false belief in competitive advantage and even more money is spent rectifying a message poorly received. As the economy slows and competition increases you have to gain market share to continue growing. Competitive advantage is your heart beat in difficult times. Defining it is critical and your customers are a great source for helping determine this. In this seminar we will discuss some ideas that will work for you and your company.

**Day:** April 9<sup>th</sup> , 2009

**Time:** Noon – 1 pm

**Room:** [Unitus Bldg. 203](#)  
2121 SW 4th Avenue  
Portland, OR 97201

