



ETM

Department of Engineering and Technology Management

Technology Management Seminar Series

Graduate Seminars - Spring 2009



Laura L. Wilson

Background:

B.A. in Journalism, Utah State University
M.A. in English and Writing , Oregon State University

Laura spent her first career working as a freelance writer and editor contributing to newspapers and magazines and wrote her master's thesis on one of the first IBM PCs using a Beta version of Word Star. This led to forays into technical writing and computer game development in the early PC software product market. After running a small technical publishing company for 15 years she took up her first full-time job at Intel in 1995 where she has worked ever since. She was one of the first information engineers at Intel to run usability tests on consumer products, and contribute to User Interface development teams as an advocate for user-centered design. During the past 10 years, she's been contributing to the fields of localization, and organizational development in Intel's IT Flex Services as a project manager, first-line and regional manager. IT Flex Services is an internal consulting agency within Intel that operates on a cost recovery basis and provides a broad range of technical and project management services to Intel's business groups. Laura's personal mission is to embed high-quality, real-time, machine translation technology into the tools already in use in order to remove language and cultural barriers from our daily human interactions.

Seminar Topic:

Fostering Innovation in a "Pay Per View" World

Abstract:

Encouraging innovation is essential in all business. The seeds, source and wealth of ideas and creativity are in each employee. Those ideas must be nurtured and harvested under the usual challenging business conditions including competition and the daily necessities of profit margin. Flex Services is in IT, but has no budget allocated; instead it obtains its funding for all its head count and operating expenses from the client base with whom it engages on specifically funded contracted terms. As an internal consulting group Flex must succeed under the same parameters as any external business, but in Flex Services, retained earnings are not banked quarter to quarter or year over year. The financial benefits Flex clients realize from the profits of innovation belong to the client or to IT but not to Flex Services. Flex employees must all have meaningful careers, be engaged in their work, delight their customers, and leverage their working methods and cost saving approaches into patentable ideas. In the world of localization, Intel business groups have ample alternatives for buying their global communication services from external suppliers who are willing and able to run some of their business with "loss leaders" in order to land Intel as a new customer. The Flex internal localization group that Laura manages, Global Language Solutions, provides competitive localization and translation services and has delivered world class results for their clients all while putting their employees first, keeping share holder value forefront in their engagements, and delivering innovation that exceeds the clients' expectations. Laura will explain the IT Flex Services operating model inside of Intel, and describe a localization business case study where innovation has kept Intel in an industry leadership position in deploying the technology of high-quality machine translation.

Day: April 23rd , 2009

Time: Noon – 1 pm

**Room: [Unitus Bldg. 203](#)
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