# Technology Management Seminar Series

**Graduate Seminars – Spring 2014**

<table>
<thead>
<tr>
<th>Title</th>
<th>Distinguished Visiting Guest Speaker</th>
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</thead>
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| **Strategic Policy and Business Intelligence Tools – Linking Technology Management at the Macro, Meso, and Enterprise Levels** | **Günter Clar, Ph.D.**  
Director of Regional Strategies and Innovation  
Steinbeis-Europa-Zentrum (SEZ), Stuttgart, Germany |

Strategic capabilities become essential given the international competition in all aspects of global value chains. Their tailored application by the actors in an innovation system is decisive to diminish the risks of, and to increase the return on S&T investments.

Günter will first highlight key principles, and then outline a case study of strategic capability building by ‘guided doing’: developing key focus areas, and the R-I-E Roadmap of Microtec Südwest, a 130 million USD public-private partnership in Microsystems Technologies, a key emerging technology with application potential in emerging as well as existing fields.

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**Day:** May 23, 2014  
**Time:** 3:15 pm – 4:15 pm  
**Room:** EB 102

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Science is global – and Günter, a chemist by training, started his professional career in academia, with research and teaching in universities in Europe, America and Asia. Moving from science to S&T policy and program design, he worked in and for international organizations, governments and industry. The underpinning objective in his diverse activities was to increase the competitiveness of companies, organizations, regions or countries, the return on public and private S&T investments, and their societal impact.

Since 2004 with the Steinbeis-Europa-Zentrum (SEZ), a specialized organization in the 900+ centers Steinbeis network, Günter built up and manages the Division Regional Strategies & Innovation. Thus, Steinbeis’ enterprise and technology-transfer focus is complemented by more long-term, multi-actor-based, strategic policy support functions aiming to mutually optimize long-term spatial/regional and technological/sector development. Günter keeps his links with academia, is involved in diverse international projects, and frequently invited to expert and advisory groups established by European Union bodies, other international organizations and networks in Asia and the Americas.

For “outstanding services concerning the advancement of research”, the Brazilian Government awarded him the order “Comenda do Mérito Universitário”.

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