ETM
Department of Engineering and Technology Management

Technology Management Seminar Series
Spring 2011

Charles House
Executive Director of Media X, Stanford University
Senior Research Scholar in Stanford’s H-STAR (Human Sciences and Technology Advanced Research) program

Media X conducts catalytic research across the Stanford campus, heavily focused on New Media questions that transcend traditional university departments. More than forty senior faculty have been involved in Media X research projects, on questions ranging from the intersection of the Law School and Computer Science; the interplay of Virtual Worlds in Medical EMT simulations; biomarkers for ID recognizance; to the organizational impact of Social Media. House conceived and taught Information Systems and their Impact on Society (ISIS) at Stanford (mid 1980s) which helped establish Stanford’s degree program in Science, Technology, and Society. He also founded the Center for Information Technology in Society (CITS) at University of California at Santa Barbara (UCSB) in 1999. House has been in high-tech for forty years, with Intel, Dialogic, Veritas, Informix, and HP. He has deeply studied innovator characteristics, practices, and motivation, coupled with innovation issues for larger corporate business strategies, with focus on global collaboration techniques and methodologies. He and co-author Ray Price published The HP Phenomenon: Innovation & Business Transformation in 2009. Earlier, the two published “The Return Map: Tracking Product Teams,” in the Harvard Business Review. House, an ACM and IEEE Fellow, and a Smithsonian “Wizard of Computing” – holds two unique HP awards – the Medal of Defiance, and the “Chuck House Productivity Award”.

Innovating the HP Way

Large corporations have struggled more than is commonly reported. Prominent high-tech companies -- Intel, Microsoft, Dell, and Cisco -- flattened in growth a decade ago, a fact noticed on Wall Street, but not yet taught or widely understood in the nation’s Business Schools. This and other examples are used to describe two concurrent problems in innovation – one, the failure of larger companies to support and nurture innovation, and two, the failure of our business schools to understand, let alone teach, methods of managing for innovation past the entrepreneurial start-up phase. Based on study of Hewlett-Packard and other international corporations, this talk will examine some of the key issues affecting your chances of a satisfactory corporate career.

Day: June 3, 2011
Time: 3:15 – 4:20 pm
Room: EB 103
1930 SW 4th Avenue Portland, OR 97201