



ETM

Department of Engineering and Technology Management

Technology Management Seminar Series

Graduate Seminars - Fall 2009



Dr. Ron Khormaei
*Director of Engineering
managing, Audio Business
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Vancouver, WA*

Background:
PhD. in Electrical Engineering,
Oregon State University

*He has served on multiple
Advisory boards, including
University of California,
Riverside and Portland State
University, EMT*

Seminar Topic:
Effective Alliances and Their Role in the Innovation Cycle

Abstract:
External alliances, design partnerships, outsourcing and similar range of labels have now become a common and acceptable part of any business. It is hard to imagine a growing organization that does not rely on some sort of significant external leveraging. The key measure of success is now clearly, not whether used but, how effective companies build and take advantage of the external alliances. The reliance on external expertise needs to be fully strategic to truly improve the company's value proposition.

The critical nature of maintaining a differentiation edge in the market place is well understood. The practical challenge for the companies is how to find the resources to apply to these pain points. Outsourcing and establishing effective partnerships are the critical tools when used in offshoring, but now can be applied equally to re-tool organizations big or small.

This talk will introduce the concept of "Innovation Cycle" and use of Alliances in that context. We will explore a fresh look at the external alliances as the enabler of innovation. The ability to push low-value activities out to free up resources for innovation creates the foundation for this cycle. The elements for a successful alliance and the framework for their application will also be covered.

About Speaker:
Before joining Logitech, he was Director of Engineering at Hewlett-Packard's OEM Printer Division managing a global engineering team of over 100 employees and multiple external design partners. Since 1995, he had held various management roles in HP and led technology developments resulting in over 15 products. Dr. Khormaei has established and led multiple successful external consortiums as well as global university and industry partnerships.

Day: November 5, 2009

Time: Noon – 1 pm

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

