### Technology Management Seminar Series

#### Graduate Seminars - Fall 2008

**Seminar Topic:**

A historic perspective on strategic technology management

**Abstract:**

The Late 70’s and 80’s were a time of high tension; It was the height of the cold war and under the Reagan administration “Star Wars” or Strategic Defense Initiative technology was being developed under a massive program to produce an anti-missile “shield.” Part of that technology involved the use of early infrared detection devices to identify and track spacecraft. This talk will focus on one element in the system, and the multi-faceted AOTF project that was pursued to produce a demonstration prototype of crucial optical filtering technology. Discussed will be the device itself, the developing organization, and the relative positioning of that organization in the much larger arena of government labs and Rockwell International Corporate operating divisions. Of particular interest will be how interconnected in both a formal way, and also through an informal network (c.f. von Zedtwitz, 4-Layer Model) that led to the identification of critical corporate competencies needed to complete the project. Equally the stakeholders in the corporation, and the government will be discussed.

---

**Paul Newman Ph.D., Professor**

Portland State University  
[prnewman@cecs.pdx.edu](mailto:prnewman@cecs.pdx.edu)

Professor Newman has over 22 years of senior management experience in high-technology companies such as Rockwell International Corporation, JBL Professional and Electro Scientific Industries and has 43 technical publications & 4 US patents.

**Education**

- Post Doc., University of Pennsylvania
- Ph.D., Michigan State University
- B.S., Physics, Antioch College

---

Day: November 6, 2008  
Time: Noon – 1 pm  
Room: **Unitus Bldg, 507**  
2121 SW 4th Avenue  
Portland, OR 97201