# Technology Management Seminar Series

## Graduate Seminars – Fall 2010

<table>
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<th>Day: November 19, 2010</th>
<th>Time: 3:15 pm – 4:20 pm</th>
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<tr>
<td>Room: FAB 10</td>
<td>1900 SW 4th Avenue</td>
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<td>Portland, OR 97201</td>
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## Musing on Innovation: a Mash-up of Business Strategy, Behavioral Science, and Complex Adaptive Systems

### Abstract:

The majority of established companies have mastered the ability to systematically innovate around their “core” but struggle when it comes to creating new businesses. Often organizations know what they need to become, but fall short in their understanding and ability for how to get it done; i.e., taking promising ideas all the way to market. This talk explores this phenomenon by intersecting perspectives from traditional management & business theory, neuroscience & social science, to the dynamics of complex systems. This multi-disciplinary analysis also suggests ways for breaking through many of the traditional barriers.

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**Herman D’hooge**  
Innovation Strategist, Director of Intel Futures Lab.

**Background:**  
MS in Computer Science, University of Ghent  
MS in Electrical Engineering, University of Gent

Herman joined Intel in 1981 and has held positions in technology research, development, platform architecture, industry evangelism, and management in areas ranging from multi-processor computer architectures, PC system architecture, operating systems, computer security, fault tolerance, distributed systems, computer-telephony integration, “new users, new uses” applications research. In 1998 he co-founded the Intel/Mattel Smart Toy Lab which developed award-winning high-tech PC-connected toys under the Intel Play brand name. He became director of Product Design for Intel’s Connected Products Division which, besides toys, also developed PC cameras, digital audio players, and wireless PC peripherals.

In 2002 he established and led a user-centered design & innovation competency in the Digital Enterprise Group chartered with bringing new end-user experiences to personal computing that are informed by understanding real human needs and desires. This human-focused approach involved interdisciplinary teams of ethnographers, design researchers, human factors engineers, industrial designers, interaction designers, technologists, engineers and business experts for envisioning and defining future computing experiences, platforms and technologies. This team delivered several commercial user-centered innovative computing products to the market through industry co-travelers and spearheaded & embedded a range of user-centered practices in Intel’s mainstream platform planning processes.