Giovedì 31 gennaio dalle 9:00 alle 13:00 presso l’aula H del Dipartimento di Scienze Chimiche

il

Dott. Thomas Zadrozny

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Avenue du Hoef 26, 1180, Brussels Belgium.

terrà il corso:

Innovation Management

Technology and Innovation. What is it? How do you manage it? How can you make it better? This course guides through the technology development process towards innovation and is intended to appeal to those interested in evolution, managing technology-oriented firms and studies, creating technology-driven start-ups or specialisation training, consulting to firms, or managing RTD projects.

Students will understand how to better select technological opportunities and understand strategic challenges that permit these technologies to be successful and go to the market. The class consists of describing the methodology of several related tools in an interactive way with the students. And how to integrate these in a management “cockpit”.

In the course, students will learn:

1. **Technology Watch**: providing positioning for the different RTD activities.
2. **Value chain & gap analysis**: smooth development and synchronisation of the design, development, up-scale and production phases.
3. **Communication & Dissemination strategy**: what, when, where, why and how to disseminate.
4. **Networking**: ensure EU Networking, relationships and collaborations.
5. **Business plans**: establish at the earliest moment possible the business plan(s) that map all the actions needed to be closer as possible to the market.
6. **IP Management**: protect the expected exploitable results and generated knowledge.
7. **Knowledge management**: Ensure the know-how and expertise is used for a new technological cycle.
8. **Technology integration**: “Stand-alone technologies can only operate in integrated and smart platforms”.

Il Direttore del Dipartimento
Michele Maggini

gruppo di lavoro terza missione NEExuS
Dr. Thomas Zadrozny

Throughout his successful management career, Thomas has combined a management strand in the field of innovation and strategy, and a technology strand in new emerging technologies (nanotech, biotech, materialtech) as member of several EU advisory boards, technology platforms and as an adviser to several interest groups in the field of innovation worldwide.

Having gained over 20 years’ experience working in Proactive’s consulting practice, Thomas has a broad range of advisory experience in consulting for clients in the public sector, services and technology industries. He has significant experience in the design, implementation and evaluation of communication strategies, science advice, innovation management and issue management. Thomas led and concluded more than 75 communication specific projects for DG RTD; he also was involved in a Science & Society embedding study and a Social Sciences and Humanities networking study. As an expert evaluator Thomas has performed more than 40 FP6 and FP7 evaluations and was the Executive Director and Co-chair of the communication Working Group of NANOfutures. Thomas has a Business Administration Degree, from CERIA-IPIAT Brussels, a Master in Media & Communication from Solvay Business School, a Transdisciplinary Master in Political Theory and Philosophy of Law, and a Master in Philosophy of Sciences, Ethics and Biotechnology from the Université Libre de Bruxelles. A Belgian citizen, Thomas speaks English, French and Spanish fluently.