



Seminar V: Technology Commercialization Within a Corporation

May 7th, 2007

**Carlson School of Management - Executive Conference Center, Room 2-260 T
4:00 PM to 6:00 PM**

RSVP to CES@CSOM.UMN.EDU

Developed exclusively for graduate and PhD students in technology and science programs at the University of Minnesota, the 3M Seminar series features interactive discussions and case studies on how to bring your ideas from the laboratory to the marketplace.

This fifth in a series of five seminars will discuss the unique aspects of commercializing technology within a corporation. This seminar will be organized in three parts:

- 1) Developing and commercializing technology within a large company
- 2) Acquiring technology and then commercializing within a large company
- 3) Developing technology and then commercializing it by spinning it out

Seminar speakers will include technology and business development executives from leading local science and technology firms with extensive experience in commercialization process. They bring a wealth of experience in getting new technology businesses off the ground and will offer tips on how to develop, acquire and spin-out promising technologies. The session will provide handout materials, introduce real-world examples of failure and success, and provide for interaction discussion.

Mark W. Kroll, Recently retired as Chief Technology Officer and Senior VP from St. Jude Medical, Inc.'s main division, which is the second largest manufacturer of cardiac rhythm management products. Now corporate director of Taser International (NASDAQ:TASR) and Haemonetics (NYSE:HAE). With over 240 U.S. patents, Mark is the most prolific inventor of electrical medical devices in the world. All ICDs sold have at least one licensed Kroll patent. Has lectured in 20 countries on topics including defibrillation, invention process, electrical weapon safety, and medical device startups. Mark is a senior member of IEEE. Listed in Who's Who In Science And Engineering since 1992. Awarded "Fellow" recognition by the American College of Cardiology. Fellow of the Heart Rhythm Society. Co-editor of Implantable Cardioverter Defibrillator Therapy published by Kluwer of Boston. Research specialty is the effects of electricity on the human body. Over 150 papers, invited presentations, book chapters, and abstracts. Faculty for the UCLA Anderson School "Creativity and Innovation" annual program. Invited lecturer to Caltech MIT Enterprise Forum. Adjunct Full Professor of Biomedical Engineering, California Polytechnic University. Adjunct Full Professor of Biomedical Engineering, University of Minnesota. B.S. Mathematics and M.S. and Ph.D. in Electrical Engineering from the University of Minnesota. M.B.A. from the University of St. Thomas.

Bruce R. Kline is a Senior Technology Licensing Manager who joined The Mayo Clinic in May of 2003. Bruce received his BS in Mathematics for Minnesota State University in 1988 with a concentration in Statistics. Prior to joining the Office of Technology Commercialization, he worked in the fields of Process and Facilities Engineering, Product Management, Regional Sales Management, and Global Business Development within the Electronics Industry. His primary areas of expertise are Electronic Materials, Technology Development, and New Product Commercialization within the Orthopedics, Radiology, and Electronics markets. Bruce has successfully complete well over 25 licenses of medical products and devices, and lead the development of 4 commercially successful products for companies such as Mayo Clinic, Honeywell, and Taconic. He is an active member of the IPC and sits on the Steering Committee for the Executive Market and Technology Forum.

Shaker Zahra is the Robert E. Buuck Chair in Entrepreneurial Studies at the Carlson School of Management. His research covers technological entrepreneurship, corporate entrepreneurship and international entrepreneurship. He has published six books and his research has appeared in many prestigious journals. Professor Zahra has been awarded several grants and has garnered dozens of honors and awards. Prior to joining the Carlson School in 2005, Professor Zahra taught at Babson College, Georgia State University, and George Mason University. He has held visiting professorships at several institutions in Europe, Asia, and the Middle East and has conducted executive seminars for senior executives for companies and organizations in the US and other countries. Professor Zahra has served as a member of 15 editorial review boards and serves as a member of the board of the Southern Management Association.

Joan Wrabetz is the principal with Renaissance Consulting Group, providing management consulting services to high technology companies. Ms. Wrabetz is also a Venture Partner with BlueStream Ventures, and has worked with both venture-backed startups and public companies for the past twenty years. Prior to starting Renaissance Consulting, Joan was CEO of Tricord Systems, Inc. Before joining Tricord, Joan was Vice President and General Manager for SAN Operations at StorageTek. Earlier, Joan was CEO of Aggregate Computing, Inc., which was acquired by Platinum Technologies. Joan also held management positions at Control Data Corporation and SRI International. She currently serves on the advisory boards for Copan Systems, NeoPath Networks and CorEdge Networks. Joan is an Adjunct Professor at the University of St. Thomas and at St. Mary's College. She is also a board member of "The Works" a non-profit organization in Minneapolis. Joan graduated with a BSEE from Yale University, and an MSEE from Stanford University, and received her MBA from the University of California Berkeley.

