

**Casa Llotja  
de Mar**

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# Creating Value for Stakeholders and Society

*A case study perspective*

in the framework of the  
2nd KIMconference

**22nd October,  
2010**

**Casa Llotja  
de Mar  
(Barcelona)**

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## Agenda

**08:45 - 09:00h Welcome**

**09:00 - 11:00h Innovation Global approach**

- ♦ Introduction: Dr. Joan Bellavista, *Managing Director XPCAT*
- ♦ Prof. Jerome S. Engel: "Commercializing Technology 2010: Creating Value for Stakeholders and Society. A case study perspective"

**11:00 - 11:30h Coffe Break**

**11:30 - 12:30h From Knowledge to Market sessions I**

- ♦ Roundtable moderated by Prof. Jerome S. Engel



\* *The language of the session will be English.*

## Program Overview

The pace of technological advancement has never been faster. But is society reaping full benefit from this new knowledge? The translation of new technology to societal value requires commercialization and valorization. Large incumbents, major corporations that dominate markets, are sometimes ambivalent about introducing potentially disruptive new technologies. This creates the opportunity, and perhaps the imperative, for entrepreneurial start-up firms. This program will explore how entrepreneurial start-up firms, in partnership with venture capitalist, and often times in partnership with major corporations, can be mobilized for dramatic and rapid commercialization and value creation.

## Prof. Jerome S. Engel



Prof. Jerome S. Engel joined the University of California at Berkeley in 1991 to found the Lester Center for Entrepreneurship and Innovation. He has been active in technology commercialization in Silicon Valley for the last 30 years, as an entrepreneur, venture capitalist, educator and advisor to major corporations. He

serves as the Lester Center's Faculty Director.

Prof. Jerome S. Engel is an adjunct professor at the Haas School of Business and instructs in both the School's MBA and Executive Education programs specializing in Entrepreneurship, New Venture Finance, Corporate Innovation, Venture Capital and Private Equity.

Prof. Jerome S. Engel is also co-founder and General Partner of Monitor Venture Partners, a venture capital firm organized in collaboration with the Monitor Group, investing in early stage technology ventures.

In Prof. Jerome S. Engel's broad background in entrepreneurship and innovation, he has founded successful entrepreneurial firms, taken several public, sold others to major corporations, and currently serves on the Boards of Directors several high potential venture capital backed and privately held firms.

Previously he was the Managing Partner of Entrepreneurial Services for Ernst & Young, in the San Francisco Bay Area, and the firm's National Director of Capital Resources, a practice specializing in new venture financing.

His most recent research and publications focus on the nature in innovation processes in firms, communities and global networks. Prof. Jerome S. Engel holds a MS degree from The Wharton School, University of Pennsylvania and BS degree from Pennsylvania State University.

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