Developing and Managing a Successful Technology Strategy

The program does more than get your creative juices flowing. It yanks you out of tactical planning and firefighting and into the strategic thinking space you didn’t know you missed.”

—Michael Capsambelis
Director, Product Management
VIZ, a business of General Dynamics

Program Details
A great idea does not guarantee great profits. If a company’s R&D dollars are going to pay off in profitable products and technologies, it needs a strategy that not only makes markets, but also beats the competition. This program will present a depth of challenges that extend from R&D to manufacturing, engineering, project management, and new ventures, and provide an innovative and powerful approach to developing technologies and products that people want to buy. The program material will also explore ways to link those technologies and products with a company’s business strategy.

Takeaways
Drawn from MIT Sloan School’s top-ranked MBA curriculum, this groundbreaking program will provide a framework for understanding how technologies and markets evolve; how they are linked; how technologies differ across markets; and how new technologies get accepted. This program will enable participants to:

- Identify profitable projects for their research dollars and find out how to capture the value of those projects
- Build technical capabilities for products that create value for their customers
- Restructure their organizations to respond to market and technical dynamics
- Implement their strategies for maximum benefit

Participants
This program is essential for senior general and technical executives involved in developing, managing, or marketing technology or products, or with managing organizations that sell their products in rapidly changing markets. The program will be most beneficial for:

- Managers in technology-intensive organizations
- Marketing and business development executives in technology organizations
- R&D managers in any organization

Titles of past participants have included:

- CEO
- President
- COO
- Executive VP
- Head of R&D; Engineering; Manufacturing and IS
- VP of Marketing and New Venture Development
- Chief Technologist
- Corporate Planner; Strategists

This program was exactly what I was looking for. It took a solid theoretical foundation and provided the tools needed for real-world application.”

—Scott B.
Past Participant
Read this review and others online.

http://executive.mit.edu/str
# Developing and Managing a Successful Technology Strategy

## Sample Program Schedule

### Day 1
- **7:45 AM–8:30 AM:** Registration and Continental Breakfast
- **8:30 AM–12:00 PM:** Introduction and Overview, Technology Strategy at the Project Level
- **12:00 PM–1:00 PM:** Networking Lunch
- **1:00 PM–5:00 PM:** Creating and Capturing Value Outside the Organization, Negotiation Exercise
- **5:00 PM–6:00 PM:** Networking Reception

### Day 2
- **7:45 AM–8:30 AM:** Continental Breakfast
- **8:00 AM–4:30 PM:** Technology Strategy at the Project Level, The Incumbent’s Dilemma

## Program Faculty

Please note that faculty are subject to change and not all faculty teach in each session of the program.

**Pierre Azoulay** is the Sloan Distinguished Associate Professor of Technological Innovation, Entrepreneurship, and Strategic Management. In his research, he investigates how organizational design and social networks influence the productivity of R&D in the health care sector. Currently, he is studying the impact of superstar researchers on the research productivity of their colleagues in the academic life sciences. He is also interested in the topic of academic entrepreneurship, having recently concluded a major study of the antecedents and consequences of academic patenting.

**Ezra Zuckerman** is the Nanyang Technological University Professor, Professor of Technological Innovation, Entrepreneurship, and Strategic Management, and Chair MIT Sloan PhD Program. As an economic sociologist with a focus on social network analysis, Zuckerman studies how social structures of various kinds emerge and influence behavior and key outcomes for individuals, teams, and organizations. Prior to joining the MIT Sloan School of Management, Zuckerman taught strategic management and organizational behavior at the Stanford Graduate School of Business.

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"Outstanding depth of relevant course content delivered, replete with case studies, group participation, and clear presentation of course materials. The faculty was superb as both provided a wealth of real-world experience, perspective, and relevant examples." —Fred S. Past Participant

**Contact Information**
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