

EXECUTIVE SERIES

## Technology Business Leadership

*An integrated  
immersion program  
focusing on specific  
tools and systems  
for leveraging  
technology, strategy,  
people and process  
for sustainable  
business success.*

# Driving the Business of Commercializing Technology

*Executive Education Program*

October 17–22  
Skamania Lodge

School of  
Business Administration

PORTLAND STATE  
UNIVERSITY

**AeA**  
Advancing the Business of Technology

OHSU | OGI SCHOOL OF SCIENCE & ENGINEERING



**Join us for a challenging executive program** *designed and led by distinguished leaders from top technology companies. Held at Skamania Lodge from October 17–22, participants will experience an intensive week of instruction, case studies, a business simulation and keynote speakers. Participants will get the latest research, knowledge and perspective they can use to achieve business results immediately. This immersion program will help cultivate future technology leaders as they navigate through the business of commercializing technology.*

#### **Who Should Attend**

Participants who will benefit most from this challenging program include:

- Emerging business leaders with primary responsibility for product development in established technology companies
- Directors or Vice Presidents with responsibility in Product Development, Finance, Marketing, IT or Operations for technology-based firms at any stage of maturity

#### **Participants will apply a holistic model of technology commercialization that includes:**

- Identifying the essential elements of successful technology firms and using these elements to create dynamic competitive strategy
- Developing the skills to assemble and lead teams through obstacles that can challenge commercialization efforts
- Analyzing external and internal forces on technology firms
- Measuring and tracking success
- Organizing and prioritizing tools, practices and procedures that support successfully commercializing technology.

The program will feature the most up-to-date research and techniques taught in an intensive, engaging format.



#### **Program Details**

##### *Location*

Skamania Lodge, Stevenson, WA

##### *Dates*

October 17–22, 2004

##### *Cost*

Includes all materials, lodging and meals.

\$5,500 per participant if registered by September 30

\$6,000 after September 30

##### *For more information*

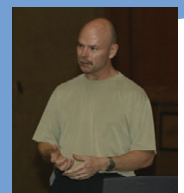
Please contact Kristin Mihalko at 503-725-3766 or [kristinm@sba.pdx.edu](mailto:kristinm@sba.pdx.edu) or [www.sba.pdx.edu](http://www.sba.pdx.edu)

##### *Cancellation Policy*

> 60 days notice: Full refund  
30–60 days notice: 50% refund  
< 30 days: No refund

(Registration can be transferred to another person with written approval from your organization.)

“Applying new skills and strategies is essential to technology commercialization. Gaining the insights of companies that routinely accept this challenge is fundamental to effectively managing its inherent uncertainties.”



**John H. F. Miner**

President, Intel Capital

June 2003 Executive Presenter

# Schedule

	Day 1	Day 2	Day 3	Day 4	Day 5	Day 6
AM		▶ <i>Vision, Strategy &amp; Technology</i>	▶ <i>Managing Uncertainty I</i>	▶ <i>Marketing Strategy</i>	▶ <i>Managing Uncertainty II</i>	▶ <i>Leadership</i>
Lunch		▶ <b>Jeff Estuesta,</b> Kentrox LLC	▶ Company Team Application	▶ <b>Angela Biever,</b> Intel	▶ <b>John Bernard,</b> Standard Insurance Company	▶ Graduation
PM	▶ Welcome ▶ Simulation Intro ▶ Finance Kick-Off	▶ <i>Marketing Analysis</i>	▶ <i>Marketing Analysis/ Marketing Strategy</i>	▶ Prep Time	▶ <i>Vision, Strategy &amp; Technology II</i>	
Dinner	▶ Welcome Event <b>John Harker,</b> InFocus Corporation				▶ <b>Greg Merten,</b> Hewlett Packard	
Evening	B U S I N E S S S I M U L A T I O N E X E R C I S E					

## Program Steering Committee

### Larry Anderson

*Director of Marketing, SoC Division,  
Mentor Graphics*

### Jennifer Bosze

*Executive Director, AeA Oregon Council*

### Scott Dawson

*Dean, School of Business, PSU*

### Jeff Dowell

*Director of Business Development,  
Clarity Visual Systems*

### Tenora Grigsby

*Manager Worldwide Professional Development,  
Mentor Graphics*

### John Hengeveld

*Adjunct Professor, School of Business, PSU*

### Jim Huntzicker

*Associate Dean, OGI*

### Pam Obenchain

*HR Business Partner, Office Group, Xerox*

### Candace Petersen

*VP Marketing and Strategy,  
InFocus Corporation*

### Rich Wykoff

*Investment Director, Intel*

## Presented By

School of Business at Portland State University

OHSU's OGI School of Science & Engineering

AeA Oregon Council,

Advancing the Business of Technology

“It opened my mind and gave me a valuable set of tools. Excellent content and presentation. Fantastic, engaging faculty.”

June 2003 participant



“This was an excellent program and well worth my time.”

October 2003 participant

**InFocus**

**intel**

**Mentor Graphics**

**pixelworks**

THE DOCUMENT COMPANY  
**XEROX**

# Driving the Business of Commercializing Technology

EXECUTIVE PRESENTERS



**John M. Bernard**, Senior Vice President, Operational Excellence Standard Insurance Company

*As Senior Vice President, Operational Excellence, John Bernard oversees the Information Technology Division, chairs the Operational Excellence Strategic Council and is responsible for ensuring the company's systems, processes and structures are aligned with the company's business strategy.*

*Before joining The Standard, John was President and CEO of his own management-consulting firm, Mosaic Consulting Group. He also served as president and CEO of StoriedLearning, Inc., a Web-based producer of management training programs that he co-founded.*

**Angela Bieber**, Intel Corporation  
New Business Initiatives General Manager

*Angela Bieber is General Manager of Intel's New Business Initiatives (NBI), a center for new business creation that resides within Intel Capital, Intel's venture capital organization. Prior to her position in NBI, Angela worked in Intel Capital as Director, Strategic Investments. Before joining Intel in 1999, Angela was President of one of First Data Corporation's operating subsidiaries and also served on the company's Senior Management Committee. Angela has also held senior management positions at American Express Company and Time, Inc, and was a consultant at McKinsey & Company.*

*Angela has an MBA from the Harvard Business School and a degree in Business from Queen's University in Kingston, Canada.*

**Jeff Estueta**, President and Chief Executive Officer, Kentrox, LLC

*As CEO of Kentrox, Jeff plays a key role in managing all operational responsibilities for the company, including direct management of the manufacturing, customer service, sales, information technology and finance organizations. He joined Kentrox as CFO in January 2002 and assumed COO responsibilities in March 2002. Jeff's CFO responsibilities include fiscal planning and management, financial reporting and forecasting, and direct management of information technology and services, human resources, facilities and finance.*

*Prior to joining Kentrox, Jeff was CFO at Gage Industries. He also served as Director of Sales Operations for Tektronix, Inc., Director of Finance for Cray Research/SUN Microsystems, Canada country manager for Pillsbury's finance operations, Operation Controller for Hypro Corp. and Financial Manager for Control Data Corp.*

*Jeff received his bachelor's degree in Managerial Finance from St. Cloud University.*



**John Harker**, InFocus Corporation  
Chairman of the Board and  
Chief Executive Officer

*John V. Harker was appointed Chairman of the Board in 1994 and was President and Chief Executive Officer from April 1992 until December 2003. From 1984 to 1992 he was Executive Vice President and a member of the Board of Directors of Genicom Corporation, a manufacturer of computer printers. Before that, John served as Senior Vice President for Marketing and Corporate Development of Data Products, Inc. (1982-84).*

*and as Vice President and partner of Booz Allen Hamilton (1979-82). Still earlier (1963-79), he worked at IBM Corporation in various managerial and executive capacities.*

*John is a member of various boards including the Business Advisory Council of the Leeds School of Business at the University of Colorado and chair of the Business Advisory Council at the SBA at Portland State University.*

*John holds a Bachelor of Science degree in Marketing from the University of Colorado.*



**Greg Merten**, Hewlett Packard Co.,  
Vice President, Strategic Change Office

*Greg Merten has led the worldwide operations for Inkjet Supplies for the past nine years. Currently, Merten is working at HP Corporate in the Strategic Change Office on issues of effectively integrating HP and Compaq.*

*He joined HP in 1972 in the Bay Area, working in solid state microwave devices. He transferred to Corvallis in 1981 and was associated with the Inkjet business until May 2002, managing operations from a beginning of 75 employees at one site to 10,000 employees at several sites around the world. Revenues have grown to several billion dollars annually.*

*Greg graduated from Oregon State University (OSU) with a BSEE degree, specializing in Solid State Physics.*

FACULTY PRESENTERS



**John Hengeveld**, School of Business, Portland State University  
*A dynamic and compelling instructor with practical industry experience, John Hengeveld currently teaches Technology Management and Competing in a Global Environment in PSU's MBA program, and has had a significant career as a high technology executive and consultant. He is a graduate of the Massachusetts Institute of Technology and holds his MBA from University of Oregon.*



**Duncan Kretovich**, School of Business, Portland State University  
*Dr. Duncan Kretovich brings over 20 years of experience teaching Corporate Finance and Working Capital Management in executive and MBA programs across the United States. He has completed research in the area of economic deregulation, personal financial planning and cash management. Duncan has a BS in Zoology and an MBA from Eastern Michigan University. He earned his Ph.D. from Michigan State University.*



**Karyn Lazarus**, School of Business, Portland State University  
*Karyn Lazarus serves as an adjunct instructor to PSU's MBA program. Her focus is on assisting individuals and teams to build the necessary collaborative and leadership skills needed to succeed in a global environment. She brings more than 20 years of experience in Manufacturing and Information Technology environments, most of which was spent in the highly successful HP Inkjet business.*



**Charla Mathwick**, School of Business, Portland State University  
*Dr. Charla Mathwick received her Ph.D. from Georgia Institute of Technology in Atlanta. She teaches classes in Marketing Management and Services Marketing. Prior to her graduate work, Charla held a variety of marketing positions in the financial services and telecommunication industries, working for subsidiaries of Citibank, U.S. WEST, and McDonnell Douglas. Her research interests relate to the study of consumer behavior in the on-line environment.*



**Brian McCarthy**, School of Business, Portland State University  
*Brian K. McCarthy serves as an instructor in the Portland State University School of Business Administration, and the Oregon Executive MBA Program where he recently won the Teaching Excellence Award. He is also the Founder and President of AchieveMark, a training and consulting company.*

*Prior to teaching at Portland State and starting AchieveMark, Brian was General Manager of a \$120 million sales, marketing and consulting business unit at the Microsoft Corporation. Before joining Microsoft, Brian was an Account Manager at IBM. He holds a BA in History and an MBA in Finance and Marketing from the University of Washington.*

Speakers subject to change.