



Wellspring



The Integrated Research Enterprise

It used to be that world-class research was enough. Global research expenditures increased >25% in the last 3 years, and annual global R&D spend is now greater than the movies, professional sports, video game, and liquor industries *combined*. As monies available continue to increase, particularly from new sources outside traditional funding programs, opportunities for research and dissemination of knowledge expand and evolve.

To effectively compete, the modern academic institution must grapple with new influences. Every country and region faces unique challenges, yet three distinct pressures are shaping research institutions across the globe:

1. Massive increases in collaboration and research sponsorship
2. Growing recognition of technology development and commercialization as part of the academic endeavor
3. Increased pressure to drive entrepreneurship, both for knowledge dissemination and economic development

This seminar will focus on the evolving nature of academic research in light of these three pressures. Discussion will focus on the growing involvement and coordination across the modern university, among department leads and administration, in particular. A major finding in our analysis is that to effectively compete, institutions must take a coordinated approach to multiple research support programs and outputs, a process we label Knowledge Supply Chain Management.

About the Speaker

Robert A. Lowe, Ph.D.

Chief Executive Officer, Wellspring Worldwide

Robert Lowe is the Chief Executive Officer of Wellspring and a recognized expert in managing innovation and R&D programs in both corporate and academic settings. Rob has been interviewed by a wide range of media, including *Forbes*, Radio BBC, *Inc Magazine*, and *MIT Technology Review*.

Prior to Wellspring, Rob was a professor at Carnegie Mellon University, where his research, consulting, and teaching focused on successful innovation through academic-industry partnerships. His research on technology commercialization has been published in over a dozen academic journals. He also served as the Director of Enterprise Creation at Carnegie Mellon, where he was responsible for the university's start-up program.

Prior to Carnegie Mellon, he worked in the University of California's Office of the President on university policy, practice, and systems, to manage the university's >120 start-ups.

Rob earned his Ph.D. and MS from the University of California Berkeley and undergraduate degree in economics, finance, and computer information systems from the University of Michigan.