2018 MIT Madrid Symposium

November 29, 2018 9:30 am - 1:30 pm

9:30am

Welcome and Introduction
Karl Koster
Executive Director, MIT Corporate Relations
Director, Alliance Management
MIT Office of Strategic Alliances & Technology Transfer

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In that capacity, Koster and his staff work with the leadership of MIT and senior corporate executives to design and implement strategies for fostering corporate partnerships with the Institute. Koster and his team have also worked to identify and design a number of major international programs for MIT, which have been characterized by the establishment of strong, programmatic linkages among universities, industry, and governments. Most recently these efforts have been extended to engage the surrounding innovation ecosystem, including its vibrant startup and small company community, into MIT's global corporate and university networks.

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He is past chairman of the University-Industry Demonstration Partnership (UIDP), an organization that seeks to enhance the value of collaborative partnerships between universities and corporations.

He graduated from Brown University with a BA in geology and economics, and received an MS from MIT Sloan School of Management. Prior to returning to MIT, Koster worked as a management consultant in Europe, Latin America, and the United States on projects for private and public sector organizations.

9:45am   Superminds: The Surprising Power of People and Computers Thinking Together
Thomas Malone

Patrick J McGovern (1959) Professor of Management
Founding Director, Center for Collective Intelligence (CCI)
MIT Sloan School of Management

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Thomas W. Malone is the Patrick J. McGovern Professor of Management at the MIT Sloan School of Management and the founding director of the MIT Center for Collective Intelligence. At MIT, he is also a Professor of Information Technology and a Professor of Work and Organizational Studies. Previously, he was the founder and director of the MIT Center for Coordination Science and one of the two founding co-directors of the MIT Initiative on "Inventing the Organizations of the 21st Century." Professor Malone teaches classes on organizational design, information technology, and leadership, and his research focuses on how new organizations can be designed to take advantage of the possibilities provided by information technology.

For example, Professor Malone predicted, in an article published in 1987, many of the major developments in electronic business over the following 25 years, including electronic buying and selling for many kinds of products. Then, in 2004, Professor Malone summarized two decades of his research in his critically acclaimed book *The Future of Work*. His newest book, *Superminds*, appeared in May 2018. Professor Malone has also published over 100 articles, research papers, and book chapters; he is an inventor with 11 patents; and he is the co-editor of four books.

Malone has been a cofounder of four software companies and has consulted and served as a board member for a number of other organizations. His background includes work as a research scientist at Xerox Palo Alto Research Center (PARC), a Ph.D. from Stanford University, an honorary doctorate from the University of Zurich, and degrees in applied mathematics, engineering, and psychology.

View full bio

Throughout human history, progress has almost never been made by individuals acting alone, but rather by the power of groups. Thomas Malone calls these groups "superminds" – entities like hierarchies, communities, markets, and democracies that can accomplish far more by drawing upon their collective abilities to create, learn, and make decisions together. In this talk based on his recent book, *Superminds*, Malone uses striking examples and case studies to show how computers can help create much more intelligent superminds, not just with artificial intelligence, but perhaps even more importantly with hyper-connectivity: connecting people to one another at massive scales and in rich, new ways.

10:30am	**Designed for Digital: How Established Companies Will Compete in the Digital Economy** Jeanne W. Ross

Principal Research Scientist
Director, Center for Information Systems Research
MIT Center for Information Systems Research

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Jeanne Ross is a recognized expert in enterprise architecture. Her book, Enterprise Architecture as Strategy (2006), was recently named by Forbes magazine as one of 13 must-read books for technology executives. Jeanne's current research focuses on how established companies will transform themselves for success for the digital economy. She has helped bring architecture into senior management strategy discussions at companies like Aetna, China Mobile, Commonwealth Bank of Australia, CEMEX, Schneider Electric, and PepsiCo. Jeanne has published in major practitioner and academic journals, including The Wall Street Journal, MIT Sloan Management Review, and Harvard Business Review. She is currently writing her fourth book, a follow up to her 2006 book, which will examine architectural requirements for digital companies.

11:15am	Break

Noon	**Inversion: New Design Language: IoT, Machine Learning and all the Jazz** Sanjay Sarma Vice President for Open Learning Fred Fort Flowers (1941) and Daniel Fort Flowers (1941) Professor of Mechanical Engineering

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Sanjay Sarma is the Fred Fort Flowers (1941) and Daniel Fort Flowers (1941) Professor of Mechanical Engineering at MIT. He is the first Dean of Digital Learning at MIT. He co-founded the Auto-ID Center at MIT and developed many of the key technologies behind the EPC suite of RFID standards now used worldwide. He was also the the founder and CTO of OATSystems, which was acquired by Checkpoint Systems (NYSE: CKP) in 2008. He serves on the boards of GS1, EPCglobal and several startup companies including Senaya and ESSESS.

Dr. Sarma received his Bachelors from the Indian Institute of Technology, his Masters from Carnegie Mellon University and his PhD from the University of California at Berkeley. Sarma also worked at Schlumberger Oilfield Services in Aberdeen, UK, and at the Lawrence Berkeley Laboratories in Berkeley, California. He has authored over 75 academic papers in computational geometry, sensing, RFID, automation and CAD, and is the recipient of numerous awards for teaching and research including the MacVicar Fellowship, the Business Week eBiz Award and Informationweek's Innovators and Influencers Award. He advises several national governments and global companies.

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The spate of new technologies leaves many reeling. How must one absorb them? How must businesses adapt? What is the impact on industries? I will present the view that new technologies give us a new design language. Businesses must use the new vocabulary to write new narratives in keeping with core customer needs. I will talk particularly about how IoT can change the way we deliver experiences, and the impact on product design and value delivery.

12:45pm   Round Table
                     Eduardo Garrido
                     Program Director, MIT Industrial Liaison Program

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Program Director
MIT Industrial Liaison Program

Eduardo Garrido is a Program Director at the Office of Corporate Relations at MIT.

Eduardo Garrido has a strong multicultural and multidisciplinary background, with deep expertise in higher education, banking and management consulting, acquired in Argentina, Spain and USA. He currently serves as Program Director at the Industrial Liaison Program, Office of Corporate Relations (MIT), the largest conduit between corporations and MIT.

Before joining MIT, Eduardo was the Director of Santander Universities at Santander Bank, N.A., based in Boston, MA. In this role, he managed the institutional and business relationship with 46 universities, mainly in the northeastern US. He also served as Santander US representative at President Obama's 100,000 Strong in the Americas initiative and the Woman for Africa Foundation, among other relevant global higher education projects, and as Member of the Global President's Council at NYU and the Advisory Boards of the Deming Cup, ECLA (Columbia University) and Newcastle University Business School.

Before coming to the US, Eduardo had several roles at Banco Santander Rio (Argentina). As Director of Santander Universities, he started the first entrepreneurship initiative at Grupo Santander worldwide, including the launching of a business plan competition, the Technology Innovation Venture Capital Fund, and a national competitiveness development initiative. He also sponsored the first edition of MIT 50K in Argentina. As Director of Organization and Quality at Banco Santander Rio, he led the team that obtained the first Global ISO 9001:2000 certificate for a financial institution in Latin America, certifying all main processes and areas of the bank. He also steered the business process reengineering project for the whole Bank, partnering with Ernst & Young and McKinsey and Co and implemented the Retail Banking new operating model.

Before joining Banco Santander Rio, Eduardo was Senior Manager of the Financial Services and Capital Markets Group at Price Waterhouse Management Consultants in Madrid, Spain. He was the Practice Leader of Business Process Reengineering, Financial Risk Management and Risk Adjusted Profitability Measurement.

Before his assignment at Price Waterhouse he served as Director of Consulting Services at MSA International, Inc. and as Financial Control Manager at Citibank España, S.A.

Eduardo graduated as Industrial Engineer at Universidad de Buenos Aires and has a MBA degree from IE Business School.

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1:30pm   Wrap up and closing
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