

DEVELOPING AND MANAGING A SUCCESSFUL TECHNOLOGY STRATEGY



WHEN

Mar 26 – 27, 2019
Jun 20 – 21, 2019
Sep 26 – 27, 2019

PRICE

\$3,900
excluding accommodations

WHERE

Cambridge, MA

EXECUTIVE CERTIFICATE TRACK

Strategy and Innovation

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 intensive program details a unique and powerful approach to integrating business and technology strategy and to developing profitable ventures and technologies. *Developing and Managing a Successful Technology Strategy* provides a framework for understanding how technologies and markets evolve, how they are linked, how technologies differ across markets, and how new technologies get accepted. The course will present challenges that extend from R&D to manufacturing, engineering, project management, product strategy, and new ventures. You will be introduced to a set of tools to identify high-leverage projects, match product strategy to market dynamics, capture market value, and change organizational capabilities to reflect evolving markets and technological dynamics.

Please visit our website for the most current information.

executive.mit.edu/str

MIT
MANAGEMENT
EXECUTIVE EDUCATION

FACULTY



Pierre Azoulay



Ezra Zuckerman Sivan

TAKEAWAYS

The program will enable you to:

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

WHO SHOULD ATTEND

- Senior general and technical executives involved in developing, managing, or marketing technology or products
- Senior executives who manage organizations that sell products in rapidly changing markets
- Managers in technology intensive organizations
- Marketing and business development executives in technology organizations
- Managers of R&D, engineering, manufacturing, and IS
- Corporate planners, strategists



Prof. Azoulay and Prof. Sivan were fantastic and brought out the essence of innovation and strategy. Their depth of knowledge and ability to deliver the same to the class in a simple fashion is remarkable. The case studies were very insightful ...

OVERALL RATING | ★ ★ ★ ★

– Jayakrishna V

CONTACT INFORMATION

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