

Marc H. Meyer

Marc H. Meyer is Sarmanian Professor of Entrepreneurial Studies at Northeastern University, teaching and conducting research in the areas of new product development and technological entrepreneurship.

Dr. Meyer is Co-Director of the High Technology MBA program, a nationally recognized technology-focused MBA program that serves engineering managers in the technology companies in the New England region. He also has helped structure and deliver HT-MBA derived offerings at EMC, the Mathworks, and BAE Systems.

Dr. Meyer has held the Walsh Research Professorship at Northeastern for two terms and was awarded the University "Aspiration Award" in 2000 with his colleagues directing the HighTech MBA. Dr. Meyer is also Co-director for the University's Center for Technological Entrepreneurship, which holds an annual business plan competition and works closely with alumni to mentor Northeastern entrepreneurs, and a founding member of the team creating University's School of Entrepreneurship. In 2001, he was awarded the Peter and Agnes Sarmanian Chair in Entrepreneurial Studies. Dr. Meyer is also the 2002 recipient of the Maurice Holland Award from the Industrial Research Institute, the leading association for R&D executives in the United States. This award is an acknowledgement research written for the R&D community that is both creative and pragmatic.

Dr. Meyer has received a number of research grants from the Center for Innovation Management Studies (CIMS), funded by the National Science Foundation. He has recently completed a CIMS project titled "Process Platform Renewal." He has been a visiting professor at M.I.T. and has received research awards from M.I.T.'s International Center for Research on the Management of Technology (ICRMOT) for his work on next generation systems development.

Dr. Meyer has an extensive publication record in journals that include *Management Science*, *Research Technology Management*, *The Journal of Product Innovation Management*, *IEEE Transactions on Engineering Management*, *MIS Quarterly*, *Academy of Management Executive*, *The International Journal of Technology Management*, *Research Policy*, and *Sloan Management Review*. He is co-author (with Alvin P. Lehnerd) of *The Power of Product Platforms* (The Free Press, NY, NY, 1997), a book that is widely used in the product development community.

Dr. Meyer has applied his ideas extensively in within industry. Over the past decade, he has consulted to major corporations, helping them to design and organize development for their next generation product lines. These corporations have included Hewlett Packard, IBM, and Sun Microsystems in "high tech," Pioneer Hybrid in agricultural biotech, and Masterfoods and P&G in consumer products. All have been active purchasers of his book, *the Power of Product Platforms*.

Dr. Meyer did his undergraduate work at Harvard, and received both his masters and doctorate degrees from M.I.T. While a graduate student MIT, he was part of the startup team of VenturCom, a leader in real-time embedded operating systems, and was director of new product development of that company for a number of years before returning to complete his doctoral degree. He has since served as an advisor and board member to a number of other technology ventures. These activities underscore the pragmatism with which Dr. Meyer writes for both academic and practitioner audiences.