



Innovationedge

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## PRESS RELEASE

*For immediate release*

### CoDev and Open Innovation Practitioners Webinar Panel

November 7, 2013 – **NEENAH, WI** – Innovationedge and The Management Roundtable invite you to join CoDev 2014 Chairperson, Cheryl Perkins, along with Dan Koester, Michael Thomas and Fran Elenbaas from Johnson Controls, Inc. as they candidly discuss some of the critical elements necessary to build a solid foundation for successful Co-Development and Open Innovation initiatives. This hour long webinar will be held on Wednesday, November 13, 2013 starting at 1:00 pm Eastern Time. Register for this free webinar at [http://www.codevdpd.org/CoDev2014/CD14\\_webinars.html](http://www.codevdpd.org/CoDev2014/CD14_webinars.html)

The panel of faculty members will address:

- The impact of organizational structure, culture, business model evolution, platform engagement models, staff development and IP management on open innovation success
- Lessons learned as well as what obstacles and pitfalls they have experienced in advancing their open innovation efforts
- Key learnings garnered from their attendance at prior CoDev conferences and how this enhanced their open innovation journeys



**Dan Koester** is Director for New Technology at Johnson Controls, Inc., located in Holland MI. Dan leads Technology Scouting & Partnerships for the Electronics & Interiors. Dan and his team seek solutions to business and technical challenges using a variety of open innovation methods and tools including technology intelligence, open innovation networks, and idea management.

Dan holds a BS in Mechanical Engineering and a Master of Fine Arts in Industrial Design from the University of Michigan. He has 19 years of experience in automotive R&D holding positions in product engineering, industrial design, and technology development.



**Fran Elenbaas** is Senior Manager New Technologies – Technology Intelligence and Partnerships for Johnson Controls, Inc. Fran is integral to JCI's open innovation initiative as she scouts new technologies to find the state of the art for JCI's scientists. Fran also assists JCI personnel with related transaction management.

Fran holds a MS in Materials Science Engineering, Polymers and Composites from Michigan State University.



**Michael Thomas** is Senior Manager New Technologies for Johnson Controls, Inc. Automotive Seating. He identifies new technologies, partners and solutions to improve Johnson Controls' seating product portfolio. He also serves as a transaction manager, negotiating legal agreements with new development partners. Michael manages Johnson

Controls' Open Innovation website and its presence in multiple open innovation marketplaces.

Michael holds a BS in Mechanical Engineering from the University of Michigan. He has 17 years of experience in automotive R&D, holding positions in seating product engineering and technology development.

#### **About [Innovationedge](#)**

**Innovationedge** is a global strategic innovation consultancy that works with Fortune 500 companies, startups and inventors to drive their innovation agenda and deliver growth. The team's fearless champions of innovation break barriers to help executives define their business strategy, develop new capabilities, design a winning organizational structure, and deliver breakthrough innovations through a robust growth pipeline of solutions and new-to-the-world innovations. The company also gives inventors an edge by crafting winning business propositions and creating strategic corporate partnerships that deliver commercial success. For more information, visit **Innovationedge** ([www.innovationedge.com](http://www.innovationedge.com)) or read the company's [View from the Edge Blog](#).

#### **About [The Management Roundtable](#)**

The Management Roundtable is the leading knowledge and networking resource for product developers. Practitioner-oriented and unbiased, our focus is on providing actionable information about new strategies and processes that enable speed, innovation, profitability, and overall competitive advantage. Founded in 1980, Management Roundtable publishes research reports, newsletters, and leading practice guides and hosts a variety of specialized (both public and onsite) conferences, workshops, and audio-sessions. Its online offering, Fast Track, provides continuous, unlimited access to competitive insights and best practices. [www.managementroundtable.com](http://www.managementroundtable.com)

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