

MBA 623: New Product Innovation

Instructor: Jeffrey Gotro, Ph.D.

Course Overview

Innovation is a key part of the strategic plans of almost every company, yet successful innovation is a very difficult task to execute effectively. Product innovation touches everyone in the organization. The innovation process has many steps and parts (strategy, marketing inputs, R&D development, applications testing, etc.). Bringing all of the parts to work together in a single operation requires a high level of management support, the right processes for the particular company, and getting the right people to work in a highly multidisciplinary manner. This course will provide an overview of the main elements in the product development process and will cover not only new products but also the concept of innovation in services. Students will also work on a new product development project as part of the class deliverables.

Course Outline

1. Introduction to Innovation
2. New Product Development Process
3. Opportunity Identification and Selection
4. Concept Generation
5. Concept/Project Evaluation
6. Development
7. Product Launch
8. Individual project summaries

Dr. Jeffrey Gotro has over twenty-six years experience in polymers and composites having held scientific and leadership positions at IBM, AlliedSignal, Honeywell International, and Ablestik Laboratories. He is an accomplished technology professional with demonstrated success directing new product development, leading to multi-million dollar revenues with improved profitability. He has global experience developing new products having established a full function R&D and Applications Engineering lab in Shanghai, China for Ablestik Laboratories. Jeff has consulting experience with companies ranging from early-stage start-ups to Fortune 50 companies and brings to his clients a solid proficiency in new business development, new product development, portfolio management, and intellectual property management.

Jeff has published 60 technical papers (including 4 book chapters) in the field of polymeric materials for advanced electronic packaging applications, holds 13 issued US patents, and has 7 patents pending.

Jeff has a Ph.D. in Materials Science from Northwestern University with a specialty in polymer science and a B.S. in Mechanical Engineering/Materials Science from Marquette University.