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Bob Starbuck
UIDP



Geanie Umberger
Purdue University

On Campus Opportunities for Industry Personnel

On Campus Opportunities For Industry Personnel UIDPVirtual 2020

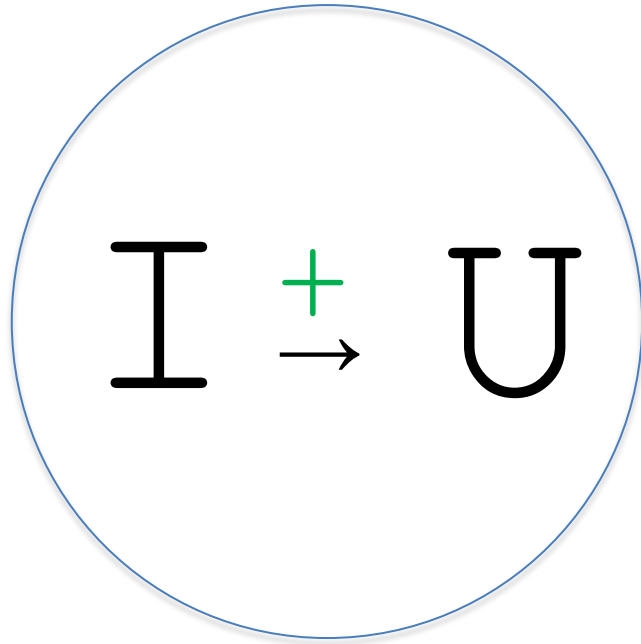
Bob Starbuck, UIDP

Geanie Umberger, Purdue University

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On Campus Opportunities For Industry Personnel

Robert Starbuck
Wyeth (retired)

Geanie Umberger
Purdue Univ.



Strengthening
University-Industry
Partnerships

Background

Universities: Achieving Chief Responsibilities

- Traditional Approaches Insufficient in Increasingly Complex & Connected World
- Private Partners Can Help Achieve Educational, Research, & Service Needs
 - One Strategy is Engaging Industry Personnel Who Can Share Their Expertise & Experiences
- Quick Guide Being Created to Identify Roles Industry Personnel Can Perform in Universities



Strengthening
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Partnerships





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Persons With Industry Experience

Person With Industry Experience: Roles (1)

- Adjunct Professor
- PhD Committee Member
- Advisory Board Member
- Foundation Board Member
- Seminar Presenter
- Visiting Scholar/Fellow
- Judge in Academic Contest
- Departmental Reviewer
- Research Collaborator



Person With Industry Experience: Roles (2)

- Facilitate Formal Industry/Academic Collaboration
- Executive in Residence
- Entrepreneur in Residence
- Non-Tenure-Track Professor
- Research Professor

Person With Industry Experience: Motivation (1)

- Desires Career Development Outside Industry
- Way to Give Back to University
- Desire to Teach
- Desire to Interact With Students
- Inform University of Changes in Industry
- Inform Faculty & Students of Skills Really Valued in Industry



Person With Industry Experience: Motivation (2)

- Joint Research Publication With Professor
- Connect Experts in Basic Research (Faculty & Students) With Experts in Applications & Real-World Problems
- Learn of Current & Future Research Trends
- Access to Specialized University Facilities & Competencies
- Add Knowledge of Research Fields or Disciplines





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Industry

Industry: Motivation (1)

- Educating Academia on Industry Trends & Needs
- Identifying Opportunities for Partnership with Academia to Develop Societally Recognizable Projects
- Academia as an Independent Validator of Company Products & Solutions
- Better Access to Research Faculty



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Industry: Motivation (2)

- Increasing Reliance on Universities for Basic Research
- Access to Students (e.g., Internships, Potential Employment)
- Enhance Technical Skills of Employee
- Recognition as Being Innovative
- Opportunities for Joint Pursuit of Funding for Research





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University

University: Motivation (1)

- Visiting Teacher
- Corporate Advisory Board Participant
- Philanthropy
- PhD Committee Member from Industry
- High Level of Connection to Industry
- Company Facilitator
- Enrichment of Their Programs With Industry Experience



University: Motivation (2)

- Bring Reality & Practical Approach to a Theoretical Work
- Having Someone With Technical Experience in Industry
- Added Value to Research Publications
- Connect Graduate Students (Especially PhD Students) to Industry for Job Opportunities





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University Student

University Student: Motivation (1)

- Gain Understanding of How Their Discipline is Valued & Used in Industry
- Work on Real Industrial Cases During Capstone Projects or MBA Assignments
- Opportunity to Ask Person With Industry Experience Questions About Employment in Industry
- Find Out What Skills Are Most Valued in Industry



University Student: Motivation (2)

- Identify Possible Future Employer
- Identify Internship Opportunities
- Gain Better Understanding of How Business Operates (Bridging the Gap)



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THANK YOU!

Robert Starbuck
Wyeth (retired), UIDP Treasurer
rrstarbuck49@gmail.com

Geanie Umberger
Purdue University
gumberger@purdue.edu



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Strengthening
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Member
Webinar

WEDNESDAY,

APRIL 8, 2020

12 to 1 p.m. EDT



Jim Bray
Northwestern
University
Moderator

How Companies Approach Academic Research Engagement in these Disruptive Times

[Join us](#) to learn how our industry members, in diverse sectors, are evaluating and reframing their current approaches to academic collaborations.

Panelists



Gaylene Anderson
Boehringer Ingelheim
Pharmaceuticals, Inc



Kent Foster
Microsoft



Austin Kozman
PepsiCo