



University Industry
Demonstration Partnership

Case Study:

Princeton – Siemens Partnership

Spencer Reynolds, Princeton University Corporate Engagement
Arturo Pizano, Siemens University Relations
UIDP25 Workshop: Large Value Partnerships, Sept 25-26, 2017

Key Observations

- Siemens Overview
- Princeton Overview
- History of Partnership
- Key Observations



Arturo Pizano

External research collaborations – Tapping into the U.S. innovation ecosystems

- With Open Innovation, we strengthen Siemens' innovative power and tap the potential of a networked, open company.
- We partner with leading universities, institutes, government agencies and their national labs in the U.S. to develop cutting-edge innovative technologies and services for Siemens.
- We link the industrial and academic worlds and thus promote intensive research and recruiting activities.



Princeton CEFR: *Corporate Engagement and Foundation Relations*

Conduct general engagement w/ focus on research:

- Molecular and computational biology
- Chemistry and catalysis
- [Computer and data science](#)
- [Energy and the environment](#)
- Materials science
- Financial engineering

Recent Partnership History

- Since 2014, Siemens has funded several significant research projects at Princeton, in:
 - cybersecurity
 - medical imaging
 - combustion in gas turbines
- Joint submissions to government funding projects
- Recruiting at the bachelor's and PhD levels, and
- Researchers speak at each other's events.
 - Siemens Connect – Company innovation conference
 - Student info sessions
 - Meeting at Davos
 - Executive visits
- Siemens has joined Princeton's E-ffiliates Partnership program for research in sustainable energy.

Key Observations

- Communicating transparently
- Leveraging co-location
- Mapping the touchpoints
- Knowing the players
- Adjustments:
 - In the past?
 - In the future?



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