



Texas Executive Education

800-409-EXEC (3932)

ExecEd@mcombs.utexas.edu

www.mcombs.utexas.edu/ExecEd

THE UNIVERSITY OF TEXAS AT AUSTIN



TEXAS EXECUTIVE EDUCATION

Strategic and Business Model Innovation

Many companies look at technology and product breakthroughs as the keys to innovation. However, some of the icons of innovation, such as Apple, Google, 3M, and P&G, have generated their fastest and most profitable growth through strategic and business model innovation. This course introduces participants to the current strategic thinking about how firms engage in strategic and business model innovation to develop game-changing strategies that disrupt industries, create new market spaces, and make competitors irrelevant.

This program focuses on understanding the challenges of developing and executing strategies outside accepted industry conventions and established approaches. Participants will understand tools and techniques to create new market opportunities by changing value propositions and business models, as well as to assess the economic impact of different business model choices.

Key Benefits

- Develop a broad perspective on innovation through the use of an innovation radar
- Understand the processes for opportunity discovery and creation
- Understand the tools for strategic and business model innovation Innovating through design thinking
- Analyze business model cost
- Analyze business model differentiators

This program may be taken individually or as a part of the **Driving Business Innovation Certificate**, which is a series of programs that equip business leaders with strategies and tools to develop and foster more innovative thinking and creativity in their organizations.



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Faculty

Rob Adams, Ph.D.

Director of Texas Venture Labs, Lecturer in the Department of Management.

Dr. Adams is an active investor, author and consultant, and on the staff of the management department at the University of Texas at Austin's McCombs School of Business, where he is also the Director of Texas Venture Labs. Adams is an active angel investor and is affiliated with numerous venture funds, several of which he started. Throughout his venture and operating career he has been a founding investor in more than 30 companies, including Waveset, Newgistics, and Troux. Before entering the venture business, he was a technology executive for 18 years. He started his career with Lotus (now part of IBM), joining the company shortly after its public offering. Adams was instrumental in the development and launch of both 1-2-3 for Macintosh and Lotus Notes. He went on to be founder and CEO of Business Matters, a venture backed developer of financial modeling products and was an executive with Pervasive Software, a company he helped take public in 1997. In addition to graduating from the Marine Corps' Officer Candidate School, Rob Adams holds a Bachelor of Science in Engineering from Purdue University, a Masters of Business Administration from Babson College's Olin School of Management, and a Ph.D. in Management from Capella University. He is a nationally recognized expert and speaker on entrepreneurship, company and product strategy, marketing and technology issues.

Violina Rindova, Ph.D.

Ralph B. Thomas Professor in Business, Department of Management.

Violina Rindova is the Ralph B. Thomas Professor of Business at the McCombs School of Business and a fellow of the IC2 Institute of The University of Texas at Austin. She received a JD from University of Sofia, Bulgaria, an MBA from University of Houston–Madrid Business School in Spain, and her Ph.D. from The Stern School of Business, New York University. Her research focuses on value creation, the development of intangible assets and the dynamics of competitive advantage in a variety of industries. Before being appointed at The University of Texas at Austin in 2006, Dr. Rindova taught at the University of Maryland from 2000 to 2006, and at the University of Washington from 1998 to 2000. She is currently on the Editorial Boards of *Administrative Science Quarterly* and *Strategic Management Journal*. Her professional honors include a Research Excellence Award from the McCombs School of Business in 2007–2008, and a Gerhardt-Moore Faculty Fellowship in Entrepreneurship and Bowing Endowment for Research Excellence Fellowship from the University of Washington.

Registration and Fees

The program fee includes materials, lunches and breaks. Payment guarantees your space.

You may register on-line at WWW.MCCOMBS.UTEXAS.EDU/EXECED
or call Texas Executive Education at 800.409.3932

For information on the cancellation and transfer policies:
WWW.MCCOMBS.UTEXAS.EDU/EXECED/REGISTER.ASP#CANCELLATION

Continuing Education Credits

Participants earn 1.40 continuing education units (CEU) or 14 (CPE). There are no prerequisites and a certificate of completion will be presented from Texas Executive Education.

Schedule

This two day program meets from 8:30 a.m. to 4:30 p.m. A schedule and campus map with location information will be sent approximately two weeks prior to the session with your paid registration.