

Dr. FRED PHILLIPS joined the State University of New York at Stony Brook in 2011 as Professor and Program Chair. Earlier he was Vice Provost for Research at Alliant International University, and before that Associate Dean at Maastricht School of Management, in the Netherlands, where he remains, for part of each

year, Professor of Marketing, Entrepreneurship, and Research Methods. He is also a Senior Fellow at the IC<sub>2</sub>

Institute of the University of Texas at Austin and Profesor Afiliado at CENTRUM, the business school of the

Pontificia Universidad Católica de Lima.

In New York, Texas, Oregon, and Holland, he has been a leader in developing graduate management curricula for employees of international and high-tech companies. His contributions in operations research include "Phillips' Law" of longitudinal sampling, and the first parallel computing experiments with Data Envelopment Analysis. He is co-recipient of grants totaling \$5 million from the Air Force Office of Scientific Research for the study of Japanese technology management practices. He brought many other grants to IC<sub>2</sub>, OGI, and MSM, and was recently coprincipal investigator on a \$1 million NSF project, developing advanced information systems for the US Forest Service. He has won several awards for outstanding research.

Dr. Phillips is Editor-in-Chief of Elsevier's international journal *Technological Forecasting & Social Change*. He authored the textbook *Market-Oriented Technology Management* (Springer 2001), the popular title *The Conscious Manager: Zen*

*for Decision Makers* (General Informatics 2003), and most recently a book on high-tech economic development, *The Technopolis Columns* (Palgrave 2006).

In addition to current appointments, he has held teaching, research, and management positions at the Universities of Aston and Birmingham in England, General Motors Research Laboratories, Market Research

Corporation of America, the University of Texas at Austin, Oregon Graduate Institute of Science & Technology, SUNY Stony Brook, and Battelle-Pacific Northwest National Laboratories.

Dr. Phillips has been a consultant to such organizations as Intel, Texas Instruments, and Frito-Lay Inc., and has consulted worldwide on technology based regional development. He is a founder of the Austin Technology Council, and was also a Board member for the Software Association of Oregon. He is a popular

op-ed columnist and panel member in forums dealing with trends in management, technology, higher education, and economic development.

Dr. Phillips attended The University of Texas and Tokyo Institute of Technology, earning the Ph.D. at Texas (1978) in mathematics and management science. Married to Sue Phillips since 1979 and with two grown daughters, Fred enjoys his mission as an educator. His avocational passions are aikido, Argentine tango, travel and writing.

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## **FRED YOUNG PHILLIPS, Ph.D.**

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[fredphillips2002@yahoo.com](mailto:fredphillips2002@yahoo.com)

### ***Expertise***

- *Successful leadership*, organization-building and research management experience in academe and industry.
- *Experience managing multinational researchers*, multidisciplinary projects, and alliances.
- *Academic authority*. More than sixty refereed academic publications; many articles and books for managers. Won and managed multi-million-dollar research grants from NSF, other agencies.
- *Effective communication* in many modes: journal articles, op-eds, web sites, trade magazines, public speaking.
- *Travel/business experience* in Europe, East Asia, Australia, Canada, South Pacific, Mexico, Caribbean, Peru, Brazil, parts of Africa. Language competence (rusty) in Spanish, French. Rudimentary Japanese.

### ***Education***

#### **University of Texas at Austin**

- Ph.D. Business Administration and Mathematics under Abraham Charnes, UT-Austin, 1978.
- B.A. Mathematics (minor in Computer Science), high honors, UT-Austin, 1972. \_\_\_\_, \_\_\_\_.

**Tokyo Kogyo Daigaku** (Tokyo Institute of Technology), *Kenkyusei*, 1975-76.

### ***Career Experience***

**SUNY-Stony Brook** 2011-present

**Professor and Program Chair, Dept. of Technology & Society, College of Engineering & Applied Sciences**

**Alliant International University**, San Diego, California

**Vice Provost for Research and Professor of Management** 2006-2007

- Responsible for rationalizing multi-campus IRBs, increasing faculty research output and quality.

**Professor of Management**, Marshall Goldsmith School of Management. 2006-2011

**Maastricht School of Management**, Maastricht, Netherlands

**Associate Dean and Professor** 2004-2006

- Responsible for accreditation of school; MBA, doctoral, and research programs; strategic positioning; alliances in thirty outreach MBA locations. Won large grant from Limburg Province for China studies.

**Professor of Marketing, Entrepreneurship, and Research Methods** 2004-present

**Oregon Health & Science University**, Portland, OR

**Research Professor** (zero-time) 2004-06

**Professor of Management and Head of the Department of Management in Science and Technology** 2001-04

- Built M.S. program that Intel, Tektronix, IBM lauded as "best graduate management program in Oregon."
- Launched highly successful Health Care Management certificate program for working professionals.
- Became preferred distance learning provider to American Electronics Association member companies.
- Built and won accreditation for distance learning program *U.S. News & World Report* (2001-02) listed in "Best of the Online Grad Programs."
- Short stints (2001-02) as Visiting Professor at:
  - University of Hawai'i (Honolulu, HI). Taught MBA, Exec. MBA courses in MIS.
  - State University of New York (SUNY, Stony Brook, NY) Taught MOT M.S. course at Institute for Industrial Policy Studies, in cooperation with Seoul National University.

**Oregon Graduate Institute of Science and Technology (OGI)**, Portland, OR

**Professor of Management and Head of the Department of Management** 1995-2001

- Bootstrapped new M.S. in Management program to three campuses, 250 students and financial stability.
- Started department's funded research, executive education, entrepreneurship, distance learning programs.
- Helped guide OGI through its merger with Oregon Health & Science University.

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**Battelle-Pacific Northwest Laboratories**, Richland, WA

**Affiliate Staff Scientist** (Courtesy appointment) 1995-2004

**The University of Texas at Austin** 1989-95

**Senior Research Fellow, IC<sub>2</sub> Institute**, 1984-present. **Research Director, IC<sub>2</sub> Institute**, 1989-95.

**Associate Director** (for Informatics Research), **Center for Cybernetic Studies** 1989-95

**Senior Lecturer, Departments of Marketing, Management Science/Information Systems, Economics 1989-95**

- Coordinated one hundred IC<sub>2</sub> Institute Fellows - including winners of the Nobel Prize, Von Neumann Medal, etc. - in many scientific fields.
- Co-P.I. on \$5 million in AFOSR grants for Japan Technology Management studies.
- Prominent roles in the "Austin Experiment" in technology-based economic growth, as teacher, speaker, researcher, author, and founder of organizations including the Austin Technology Council.
- Faculty member in one of top 10 Marketing departments in U.S. (U. of Texas at Austin), 1989-95.

**Market Research Corporation of America / MRCA Information Services, Stamford, CT  
Vice President and member of the Management Committee 1986-89**

- Performed strategic industry and acquisition analyses.
- Created an MRCA consulting group, taking profit/loss responsibility. The Office of the Assistant Secretary of the Army called the group's analysis of recruiting and readiness issues "the most accurate and concise statement of our problem we have ever seen."
- Speaker, Advertising Research Foundation Leaders' Forum, 1988; Invited discussant, Royal Statistical Society, 1984; Invited speaker at The Conference Board, American Marketing Association.

**Director, Research, Product Development, and Quality Assurance 1978-86**

- Pioneer designer/developer of tools and concepts for market research (sampling and data analysis methods, computer packages, educational simulations) used by General Mills, Coca-Cola, Levi-Strauss, other Fortune 500 firms, including DYANA™, the industry's first interactive system for data-based consumer research.
- Directed marketing-oriented projects for Nabisco, Frito-Lay, Coca-Cola, Levi's, Burlington Mills and others.
- Technical troubleshooter for client accounts; saved over \$1 million in accounts from termination. Trained sales and service personnel.
- Authored and successfully evangelized quality control procedures and standards for all operations areas.

**Earlier Employment:** St. Edward's University; General Motors Research Laboratories; Universities of Aston and Birmingham (England); Underwriter's Laboratories, Inc.; Northwestern University.

**Academic and Career Honors**

- "On S-Curves and Tipping Points" named among *Science Direct's* "25 Hottest Articles" for 3Q 2007.
- "Sustainability of Regional Initiatives for Technology Entrepreneurship" selected among "25 Best Abstracts" of 2005, Best Paper Awards Program of the Gate2Growth Academic Network, Directorate General Enterprise of the European Commission under its 5th framework program.
- Ambar/Emerald Management Reviews Hall of Fame, 2004, for the article "Trading Down: The Intellectual Poverty of the New FTAs," *Technological Forecasting & Social Change*, 71-8, October 2004. Each year, Ambar reviews 20,000 articles from the top 400 management journals, and chooses 50 for the Hall of Fame.
- Research award from IAMOT, the International Association for Management of Technology, 2004.
- Nominated (by O.R. pioneer William W. Cooper) for Institute for Operations Research & Management Science (INFORMS) Expository Writing Prize, 2003.
- *Journal of Product Innovation Management* chose the article (Fred Phillips, Lyle Ochs, and Mike Schrock, "The Product is Dead; Long Live the Product-Service." *Research•Technology Management*, vol. 42, no. 4, July-August, 51-56) for favorable review as a highlight of the 1999 innovation literature.
- IC<sub>2</sub> Institute award for research in technology commercialization, 1996.
- Society of Actuaries Award for best paper in any of the Society's journals in 1996.
- Nominated for 1995 Ernst & Young Entrepreneur of the Year Award (Educator division).
- Member of worldwide teaching standards committee for Aikido Association of America.

**Professional Affiliations**

• INFORMS; AAAS; AoM; International Mgt. Development Assoc.; Western Regional Science Assoc.; Regional Science Assoc. International (RSAI); Western Decision Science Institute; Int'l Society for Systems Science. Formerly: AMA; Northwest International Business Educators Network; Information Industry Assoc. F. Phillips resume, page 4 of 4

**Juries, Review Panels**

- Juror, Balearic Innovation and Technology Park Design Competition, Mallorca, Spain, 1994.
- Curriculum review panel, SUNY Stony Brook, B.S. program in Technological Systems Studies, 2002.
- City Club of Portland task force evaluating Portland's \$200 million urban renewal agency, 2003-04.
- External tenure reviewer, George Mason University, 2005, Portland State U., 2005, U. of New Mexico, 2006.
- Economics and Management Panel 2009-11, Fundação para a Ciência e a Tecnologia, Portugal.
- Judge, ScientificBlogging.com University Science Writing Competition, 2010.

### ***Task Forces, Committees***

- OHSU task force on creation of biomedical engineering department; intellectual property committee, 2001.
- Task Force member, Economic Development Joint Boards Working Group, 2000. The Joint Boards (of the Oregon Economic Development Commission and the State Board of Higher Education) were created by Governor John Kitzhaber to explore joint efforts to aid Oregon's economic growth. The result was a Report to the Governor, *Building the Bonds of a Knowledge Economy*, that led to legislation enabling state universities to own equity in spin-off companies and appropriating funds for a revitalized state seed capital fund.

### ***Service Activities, Directorships***

- Board of Directors/Advisors of San Diego World Affairs Council, Alliances for Discovery, Cenquest Corp., The Software Quality Institute, Austin Software Council, Paradigm II Companies, CellData Corp., Software Association of Oregon, World Technopolis Association, Innovative Business Accelerator, Austin-Oita (Japan) Sister City Committee, others.
- Editor-in-Chief of *Technological Forecasting & Social Change*. Editorial board, Inderscience's *Int'l Jour. of Global Environmental Issues*, and *Jour. of Sustainable Technologies for Growing Economies*. Scientific Board, *Jour. Centrum Cathedra*.
- Mentor, Apprenticeships in Science & Engineering (for secondary school students), 2001, 2002.
- Head instructor and faculty advisor, OGI Aikido Club, 1995-2004.
- Organizing, Program, and Awards Committee (Chair), PICMET, the Portland International Conferences on Management of Engineering and Technology, 1997-2003.
- Occasional reviewer for *Technovation*, *Industrial Mktg Mgt.*, *Socio-Economic Planning Sciences*, *Internat'l Jour. of Innovation and Tech. Mgt.*, *African Jour. Bus. Mgt.*, *Systemic Practice & Action Res.*, *Jour. of Engineering and Technology Mgt.*, other journals.

### ***Selected Consulting***

- ***High Tech Regional Economic Development:*** US-EPA 2010-11; UNESCO; World Technopolis Association; Government of Costa Rica, County of Maui.; Taeduk Science City (Korea); PUC-Paraná, Brazil, and the city of Curitiba in Paraná state, 1994; Govern Balear, Spain, 1992.
- ***Research and Publishing:*** Elsevier's *Sci-Topics Pages*; Pontificia Universidad Católica del Perú, 2006-present; Fundação para a Ciência e a Tecnologia, Portugal, 2009-11.
- ***Higher Education:*** Cenquest, Inc.; Japan-America Institute of Management Science (JAIMS), Honolulu, 2002; Ministry of Education and Science (Albania), 2011; Escuela Superior Internacional, Guatemala, 2009; Mongolian University of Science and Technology, 2005.
- ***Market Research:*** Intel Corp., 1998, 2000; MRCA Information Services; Copaken, White & Blitt, Kansas City, MO, 1995; Sell-Thru Services, Austin, TX, 1992; HEB, San Antonio, TX, 1990; Intelliquest, Austin, TX, 1989-90; Millward-Brown, Naperville, IL, 1989-90; Ashton-Tate, Los Angeles, CA, 1989; Association of Home Appliance Manufacturers, Chicago, IL, 1979.
- ***Technology Commercialization:*** San Diego Zoo 2011; Science & Technology Policy Institute (STEPI), government of South Korea; Korea Research Council for Industrial Science and Technology; Office of the Chancellor, Oregon University System; Japan Research Institute (Sumitomo), industry incubation consortium, 1992-96; Atlas Telecomm, Portland, OR, 1993.

***Specialized Training:*** United Nations security training, 2010