



# U.S.-Pakistan Centers For Advanced Studies In Energy

## Corporate Engagement Training

Training Instructor: **Lou Farina**

### About the instructor

Lou Farina has had a successful career in international telecommunications with over 25 years experience working in many of the Motorola and Nokia-Siemens global ventures. He has held numerous senior management positions in Venture Formation, Technology Commercialization, Strategy, M&A, Business Development and Marketing. Lou has recently worked for the Thunderbird School of Global Management's Global Mindset Institute as the Director of Strategic Partnerships. He has also worked as the Director of Industry Engagement for Arizona State University focusing on Industry/University strategic collaborations.

Lou is an active angel investor in the Southwest U.S. focusing on the identification and evaluation of high-potential early stage technology companies. He also serves as a Consultant while providing expert guidance and emerging technology consultation to support startups and potential investment opportunities within the Arizona Ecosystem. Lou is currently a Strategic Advisor to the CFD Research Corporation.

### Overview

It is more important than ever for Universities to create and sustain dynamic relationships with industry. Institutions are creating or strengthening corporate relations initiatives whose goal is to engage companies and help them fully explore and access the resources available to them across campus. In the U.S. fiscal pressures are prompting Universities to attempt to monetize Industry relationships; selling basic and applied research capacity, providing training and consultancy services as well as expanding philanthropic efforts. At the same time Corporations are making strategic investments in their University relationships while reducing the number of partnerships with the desire to engage on a holistic level.

**Cultural and Organizational Differences:** Explore, embrace and accept the differences between Academia and Industry.

**U.S. University Corporate Engagement Structures:** Different approaches along with the strengths and weaknesses of each.

**A Holistic Approach to Corporate Engagement:** A philosophy and tool for mapping & measuring corporate relationships.

**University Tech Transfer and Corporate Engagement:** Don't overlook the important linkage between the University, Corporations and Angel Investors.

**Managing an Opportunity Pipeline:** Maximize revenue generating activities through a systematic approach.

**Practical Tools and Technology:** Utilization of CRM's and LinkedIn for corporate relations.

## WORKSHOP PROGRAM

April 19 – 20, 2018 - NUST, Islamabad

### THURSDAY, APRIL 19, 2018

- 9:00 a.m. Registration
- 9:10 a.m. Recitation from the Holy Quran
- 9:15 a.m. Welcome remarks from NUST
- 9:20 a.m. Remarks from UET Peshawar
- 9:25 a.m. Remarks from ASU
- 9:30 a.m. Introduction and workshop objectives
- 9:45 a.m. Define Corporate Engagement in the context of your University  
Group Exercise/Group Presentations

**TEA/ COFFEE BREAK (15 MINUTES)**

### TECHNICAL SESSIONS

- 10:30 a.m. Industry/Academia-Cultural and Organizational Comparisons
- 11:15 a.m. Guest Speaker-Dr. Atif Saeed Chaudry, Lahore University of Management Sciences
- 11:45 a.m. The Partnership Continuum

**LUNCH AND PRAYER BREAK (12:30–2:00 P.M.)**

- 2:00 p.m. A Holistic Model and Tool for Mapping & Measurement of Corporate Relationships

**TEA/ COFFEE BREAK (15 MINUTES)**

- 3:00 p.m. Exercise: Relationship Mapping
- 4:30 p.m. Adjourn and Homework

## FRIDAY, APRIL 20, 2018

### TECHNICAL SESSIONS

- 9:00 a.m.** Reconvene, Review First Day
- 9:15 a.m.** Exercise: Relationship Mapping (contd.)
- 9:45 a.m.** Contrasting U.S. University Corporate Engagement Structures

#### TEA/ COFFEE BREAK (15 MINUTES)

- 10:45 a.m.** Engineering Center Membership Model
- 11:15 a.m.** Case Study: ASU's QESST and other U.S. Centers
- 12:00 p.m.** Guest Speaker-Ishfaque Ahmed Lashari, Sukkur IBA University

#### LUNCH AND PRAYER BREAK (12:30–2:00 P.M.)

- 2:00 p.m.** University Tech Transfer; Corporate Engagement and Angel Investors; ASU Furnace Program
- 2:45 p.m.** Revenue: Managing an Opportunity Pipeline
- 3:15 p.m.** LinkedIn; Usage and Alumni Tool
- 3:45 p.m.** The Role of CRM's
- 4:15 p.m.** Review and wrap up
- 4:30 p.m.** Group photograph

#### TEA / COFFEE