Platform Strategy Executive Symposium

MIT Media Lab
Friday July 26, 2013

Organizers

Geoffrey Parker, Tulane University/MIT

Marshall Van Alstyne, Boston University/MIT

Strategic Focus

Platform business models are rapidly reshaping the structures and conditions of industries such as media, energy, telecommunications, social networking, publishing, academia, gaming, and retail. Organizations are finding their current business models to be insufficient or ineffective for addressing the challenges and behavior of platform-based markets.

Global Business Leaders

This full-day workshop will give executives the opportunity to interact with other executives who are facing the same strategic challenges of launching, growing, and defending businesses in a network world.

Call for Presentations

Executives with an interest in the themes or related topics are invited to submit a one page presentation proposal or slide deck.

Topics

- Platform business models
- Startup & platform launch
- Transitioning products & services to platforms
- Managing internal conflict
- Pricing strategy
- Open Innovation
- Failed platforms
- Business cannibalization
- Migrating/leveraging the installed base
- Regulation
- User engagement
- Keeping the platform fresh
- Assessing platform opportunities

Administrative Contact

Justin Lockenwitz, MIT Center for Digital Business

jlocke@mit.edu

617.253.7054

platformeconomics.org/symposium2013

Register Online

digital.mit.edu/platform

Sponsors

The MIT Center for Digital Business A PARTNERSHIP IN RESEARCH

THOMSON REUTERS

International Post Corporation

2013 PLATFORM ECONOMICS SYMPOSIUM
SPEAKER BIOGRAPHIES

Guido Jouret
CTO, Cisco

Based in San Jose, California, Guido Jouret is responsible for Cisco's Emerging Technology Group, an internal incubator for the company's future billion-dollar businesses. Cisco's TelePresence technology was one of the first incubated startups.

Sebastian Weiser
CEO, Mercateo

Sebastian Wieser, former Strategic IT Consultant at McKinsey & Company with a PhD in physics, is founder and CEO of Mercateo. At Mercateo, he is held responsible for the company's IT, product development and overall strategy, including the application of newly emerging web based procurement technologies, yielding a highly customizable platform for every business partner.

Marshall Van Alstyne
Professor, Boston Universit Visiting Professor, MIT

Marshall Van Alstyne is one of the world's foremost scholars of information business models. He is a tenured professor at Boston University and visiting scientist at MIT. He received a BA in computer science from Yale, and MS & PhD degrees in management of IT from MIT. He has made significant contributions to the field of information economics, covering such topics as communications markets, the economics of networks, intellectual property, social effects of technology, and productivity effects of information. He co-developed the theory of "two sided markets" now taught in business schools and economics departments worldwide

Peter Coffee
Director of Platform Research, Salesforce

Peter Coffee, former Technology Editor of enterprise IT journal eWEEK, works with corporate and commercial application developers to build a community based on Force.com: the salesforce.com Platform-as-a-Service (PaaS). He has almost 25 years' experience in guiding the adoption and management of innovative information technologies and practices as a developer, consultant, educator and internationally published author; he has been a keynote speaker, moderator or presenter at IT events throughout the U.S. and in England, Canada and Australia.

James T. Powell
CTO, Thomson Reuters

James T. Powell is Chief Technology Officer of Thomson Reuters, responsible for overseeing the company's technology initiatives, infrastructure and overall strategy, including the application of newly emerging technologies, to advance the development and delivery of intelligent information. Previously he was Chief Technology Officer (CTO) for the Markets Division of Thomson Reuters. In his 14 years at Reuters, Powell held a number of senior leadership positions including CTO for Enterprise; CTO and global head of product development; head of technology strategy; and CTO for the Reuters Financial division.

Geoff Parker
Professor, Tulane University

Dr. Parker is Professor of management science at Tulane University in the A. B. Freeman School of Business and is a Faculty Fellow at the MIT Sloan School's Center for Digital Business. He also serves as Director of the Tulane Energy Institute. Parker received a B.S. in electrical engineering and computer science from Princeton University, M.S. in electrical engineering (Technology and Policy Program) from MIT, and Ph.D. in management science from MIT. Parker has made significant contributions to the field of network economics and strategy as co-developer of the theory of "two-sided" markets.

Michael Chai
CDO, Pearson North america

Michael Chai is Chief Digital Officer for Pearson North America, responsible for accelerating Pearson Education's transition to digital products and services while upgrading the user experience. Prior to Pearson Michael spent six years at LeapFrog Enterprises as EVP Product Development and Engineering (devices, content, ecosystem) where he learned tremendous lessons transforming a company's product strategy and business model in response to consumer technology and mass retail forces. Before that he spent fifteen years at EFI as a key management team leader that created the industry standard Fiery front-end for digital color printing worldwide.

Paul Hoffman
CTO, Saffron Technology

Paul Hofmann, PhD is Chief Technology Officer at Saffon Technology. Saffron is the market leader in Associative Memories. Saffron has been named top 5 coolest vendors in Enterprise Information Management by Gartner. Forrester highlights Saffron as the leader of associative indexing in "The Dawning of a New Age in BI DBMS", 2011. Before joining Saffron Paul was Vice President Research at SAP Labs at Palo Alto. SAP is the world's largest business software company. Paul has also worked for the SAP Corporate Venturing Group. Prior to joining SAP, Paul was Senior Plant Manager at BASF's Global Catalysts Business Unit in Ludwigshafen, Germany.