



Cambridge
Network

Knowledge Networks Lecture 2007

Ideas, engineers, and enterprises

by Peter White, YTKO

Thursday 29th March 2007 at 7:00pm

Lecture Theatre 1, Cambridge University Computer Laboratory
J J Thompson Avenue, Madingley Road, Cambridge

In this entertaining lecture he suggests the best - and worst - ways that engineers and their colleagues can use money, time, ideas and effort to get products and services to market, and to success.

Peter White is the founder and Chairman of YTKO. Today, Peter works closely with scientists and technologists to create sustainable market-driven enterprises. He is the leading practitioner of enterprise prototyping, an innovative process to develop and accelerate market engagement and revenues.

His particular specialisations are in European marketing, building on work completed for Sun Microsystems, Prudential Securities and HP, and strategy, devising future scenarios for IBM and Nokia, amongst others.

His innovation and enterprise expertise spans bioscience, where he is Director of the Bioscience Yorkshire Enterprise Fellowships, the largest biotech incubation project in Europe. In April 2006, he was invited to join the European Commission's Sector Innovation Panel for biotechnology. He remains closely involved in ICT, where he is a non-executive director of two technology companies; in optics, supporting a new super-fast optical processor company, and in the energy sector.

Peter is a regular participant in workshops and conferences, delivering thought-provoking presentations on innovation, strategy, value creation and enterprise development. He is an Honorary Alumnus of the Theseus Management Institute, France.

Refreshments at 6:30pm – All visitors welcome

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