



Marc H. Meyer

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Marc H. Meyer is the Robert J. Shillman Professor of Entrepreneurship and the Matthews Distinguished Professor at Northeastern University. In 2006, Dr. Meyer started Northeastern's Entrepreneurship and Innovation Group in the D'Amore-McKim College of Business. Northeastern has been ranked as a top entrepreneurship program (#4 in the United States when Dr. Meyer was last Group Coordinator). Dr. Meyer is a founder and served as the Managing Director the Center for Entrepreneurship Education, responsible for interdisciplinary entrepreneurship education. Over the past 10 years, the Center's incubator, IDEA, has helped launch about 100 companies that have raised more than \$750M in venture capital. Northeastern was recently named the leading Entrepreneurial University by the Deshpande Foundation for 2018 and is the 2020 winner of the Outstanding Contributions to Venture Creation Award by the Global Consortium of Entrepreneurship Centers. He also leads the NSF I-Corps Site program at Northeastern, helping engineers and scientists commercialize lab technologies as new ventures. He is the Faculty Director the new Masters in Management in Digital Healthcare Transformation being developed in partnership with the Mayo Clinic and its School of Medicine.

Dr. Meyer is an internationally recognized scholar in the field of innovation. He is the 2019 recipient of the "Practice Impact" Award from the Academy of Management, for lifetime achievement in research and theory that has had significant impact on managers, organizations, governments, and/or society. The *Power of Product Platforms* (written with Alvin P. Lehnerd, The Free Press, NY, NY, 1997), continues to be a leading work in the management of product and service platforms. He is also the author of *The Fast Path to Corporate Growth: Leveraging Knowledge and Technologies to New Market Applications* (Oxford University Press, 2007), which is the basis of his work across industry in internally-generated enterprise growth. Dr. Meyer provides specific methods for new venture creation in his two teaching textbooks: *Venturing: Innovation and Business Planning for Entrepreneurs*, and *Innovation: The Workbook*. Another recent book, *Personal Discovery Through Entrepreneurship*, written with Chaewon Lee, is now used in Universities in India and the Philippines with a societal innovation and entrepreneurship focus. He has recently published yet another new book, *Innovation for Entrepreneurs*, with Edward Elgar Publishing, which teaches innovation methods through the stories of his former students and their companies. Dr. Meyer's articles have appeared in journals that include *Management Science*, *Research Policy*, *MIS Quarterly*, *Sloan Management Review*, the *Journal of Product Innovation Management*, and the *Academy of Management Executive*. The Industrial Research Institute also awarded him the Maurice Holland for his research on managing product platforms.

While a Ph.D. student in his mid-20s, Dr. Meyer left MIT for five years to help build his first software company, VenturCom (Ardence), which became a leader in real-time embedded operating systems. He has also been part of the startup teams of six other software ventures and a Board member of others. Four of these ventures have achieved exits. As an innovation consultant, he has led next-generation product and platform initiatives for companies in the consumer, industrial, healthcare, and financial sectors. More recent projects include platform design for IoT applications in grocery automation and healthcare.

Dr. Meyer (Harvard, A.B. M.I.T, MSc, Ph.D.) has been a Visiting Associate Professor and Visiting Scientist at M.I.T and held Visiting Professor positions at Delft Technical University, Seoul National University of Science and Technology, as well as an Honorary Professor in the Government of Andhra Pradesh in India. In addition, he has led the Internal Corporate Ventures program for the Ministry of SMEs and Startups for South Korea and serves as a Master Mentor for the national Mentoring Association sponsored by the Ministry of ICT. His current work is to better define and manage the product strategy for metaverse platforms and applications.

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Academic Positions:

1987-Present **Northeastern University**

Boston, MA

Professor, D'Amore-McKim School of Business. **Robert Shillman Professor of Entrepreneurship (2009-), Matthews Distinguished University Professor of Business (2005-); Peter and Agnes Sarmanian Professor of Entrepreneurial Studies (2001-2004); Patrick and Helen Walsh Research Professor (1993-1995, 1997-1999).**

Group Coordinator, Entrepreneurship and Innovation Group. 2005-2009, 2013-2017. Founded the Group in 2005, and served as department chair twice, with undergraduate and graduate courses, an Entrepreneurship Concentration for undergraduates, a Family Business Center, and a Social Entrepreneurship Center.

Entrepreneurship Education Center: Co-founder and Managing Director. The Center integrates entrepreneurship courses, entrepreneurial Co-ops, IDEA venture incubation, a large Venture Mentor Network, and networking into angel and VC investors for startups by undergraduates, graduate students, and alumni from all Colleges at Northeastern University. There are now 500 ventures in process in the University incubator system. The Center launched a new entrepreneurship ecosystem partner program with engineering colleges in the state of Andhra Pradesh, India during 2017, and is scaling up across Engineering Colleges in that State. The Center also is exploring initiatives in China, South Korea, and Bahrain. Have raised approximately \$10M in expendable and endowed funds over the past 5 years.

Executive Education. Managed the development and delivery of innovation programs for IBM, EMC, Mars, BAE Systems, and The MathWorks. The largest of these is IBM XSELLerate, designing and selling IT-enabled solutions to Line of Business Executives.

Co-Director, High Technology MBA and now, the Masters of Innovation (1998-2013). Managed the curriculum, faculty, and marketing of this specialized MBA focused on innovation, enterprise growth, and career acceleration. Included the in-house HTMBA for EMC. Also responsible for the more recent designs of other Masters level programs. Continue to teaching the opening Residency and the major Innovation course for the MSI.

2017-19 Honorary Professor, The Government of Andhra Pradesh, India
For entrepreneurship incubation activity across Engineering Colleges in that State.

2015-19 Distinguished Professor
Seoul National University of Science and Technology (SeoulTech)

2012-16 Visiting Professor, Industrial Design Faculty, **TU Delft** The Netherlands

- 2012-13 Distinguished Visiting Professor, **Nyenrode Business University** The Netherlands
- 2007-11 Visiting Scientist **Engineering Systems Division, MIT** Boston, MA
Research on distributed, real time applications and platforms for healthcare.
- 1992-1993 Visiting Associate Professor, **Sloan School of Management, MIT** Boston, MA

Education:

Ph.D. Management, **Massachusetts Institute of Technology**, 1986. Dissertation: "New Product Strategy in the Technology Based Firm: Technology Strategy, Market Applications, and Performance," thesis director Edward B. Roberts. Portions published in *Management Science* and *Sloan Management Review*.

MSc. Management, **Massachusetts Institute of Technology**, 1981, Concentration in Management Information Systems. Thesis title: "Innovation in Large Organizations: A Study of the Diffusion of Decision Support Technology."

BA, **Harvard University**, 1978, Joint Concentration in Government and Economics, editor of the *Harvard Crimson*, honors thesis on work redesign and technology in office applications. Advanced Standing three-year program.

High School: Deerfield Academy, Deerfield, Massachusetts. 1975.
Co-Captain: New England Champion Soccer Team, center halfback.

Industry Recognition, Academic Awards, and Grants:

Academy of Management, 2019 Practice Impact Award: an international, all-discipline award recognize and to celebrate an outstanding scholar for lifetime contribution to research and theory that has had significant impact on managers, organizations, governments, and/or society as a whole.

The Deshpande Foundation. Entrepreneurial University (Global Award, 2018), and Excellence in Student Engagement in Entrepreneurship Award, 2015, for the Center for Entrepreneurship Education and its affiliates.

Principal Investigator, NSF I-Corps Site Award, 5 years, at Northeastern University, \$466,000.

Graduate Teaching Award, D'Amore-McKim School of Business, 2017.

Forbes Magazine, Princeton Review: ranked #4 Undergraduate Program for Entrepreneurship Education, 2016. In 2007, the undergraduate entrepreneurship program was ranked #24 and advanced to #14 in 2008, and #12 in 2009, #9 in 2011, #10 for 2013, and #5 in 2015, and #4 in 2016. Northeastern's graduate school is ranked #9 for 2018.

Entrepreneur Magazine named Northeastern one of the "Top 5 Schools That Offer Undergrad Entrepreneurs Hands-On Experience." 2015.

U.S. News ranked Northeastern #6 nationally for "Most Innovative Schools", 2015.

Kauffman Foundation, Research Grant 2015, "Experiential Entrepreneurial Learning and Ecosystem Activation for New Venture Creation," \$50,000. Designed research program to study entrepreneurial learning through multiple sources for ventures proceeding through IDEA, Northeastern's on-campus incubator.

USASBE, Academic Conference 2015, Best Practitioner Paper Award, for *The Impact of Recessions on R&D Expenditures of Innovative New Ventures*, with Oleksiy Osiyevskyy

The *Journal of Product Innovation Management* named Northeastern the #5 Innovation Management research school worldwide over the past two decades based on the scholarly publications of its faculty.

ComputerWorld Magazine: ranked the **High Technology MBA the #1 "techno-MBA" program** in the United States in 1999, a program in which Dr. Meyer was the lead director at that time. Continued top-tier reviews in both ComputerWorld and IEEE Magazine. Ranked as a top high tech MBA program by InfoWorld in May 2006.

Industrial Research Institute, Maurice Holland Award Winner, 2002. The Maurice Holland Award, in recognition of the best paper published in *Research Technology Management* and is awarded by R&D Executives representing Fortune 1000 corporations.

USASBE/Coleman Foundation, 2002. Grant to develop and implement a Capstone Business Planning & Engineering Design Course. This course combines undergraduate seniors from the business and engineering schools into integrated teams to prototype electrical and mechanical engineering innovations and develop business plans for them.

Northeastern University: Aspiration Award. Outstanding Achievement (for the HighTech MBA #1 rating.), 2000; **Patrick and Helen Walsh Research Professor**, Northeastern University, 1993-1995, 1997-1999. Best Research Paper Awards 1995, 1997, and 1998 Northeastern University College of Business, for "The Impact of Knowledge and Technology Complexity on Decision Making Software Development" (*Expert Systems with Applications*, 1995), "The Design and Development of Information Products" (*Sloan Management Review*, 1997), and "Metrics for Managing Product Development within a Product Family Context" (*Management Science*, 1998)

Northeastern University Instructional Development Fund, 1995-1996, for "Cross Disciplinary Education in Computer Technology", a proposal to create course material focusing on the role of object-oriented software design in platform development for software products. Instructional Development Fund, 1999-2000, Introductory Entrepreneurship Course Revision; MacDonald Curriculum Award 1999-2000, "Entrepreneurship Capstone Course Revision."

Center for Innovation Management Studies, North Carolina State University (in conjunction with the **National Science Foundation**), Research Awards for 1991 and 1993 in support of core capability and new product development research. 1995-96 award for product family planning process research. 1999-2000 award for process intensive industrial innovation research (CIMS is now hosted at North Carolina State.) Named Academic Fellow in 2006.

International Center for Research on the Management of Technology, **Massachusetts Institute of Technology**, Research Awards, 1992, 1993, 1994, and 1995 for research on the implementation of a product line orientation (versus single product) in technological innovation.

Publications: Citation Impact (as of 1/1/2022): Citations 7,961; H-index 32; i10-index 49.

Meyer, M.H. and Lee, C. (2022), *Innovation for Entrepreneurs*, Edward Elgar Publishing, London.

Meyer, M.H. and Lee, C.,(2021) "Developing a Conceptual Framework of an Entrepreneurial University: An Exploratory Case Study", *The Journal of the Korean Career Entrepreneurship & Business*, ISSN: 2586-5242, Vol 5(1), pp. 1-27

Meyer, M.H. and Lee, C., (2020). *Personal Discovery through Entrepreneurship*. The Institute for Enterprise Growth, Cambridge, MA.

Frederick G. Crane, & Meyer, M. H. (2021). Business Model Design Framework for Corporate Innovators. *Journal of Leadership and Management*, 2(17).

Meyer, M.H., Lee, C., Kelley, D., and Collier, C. (2020), "An Assessment and Planning Methodology for University-based Entrepreneurship Ecosystems." *The Journal of Entrepreneurship*. (29,2). September-October. Forthcoming.

Meyer, M.H. and Cassis, J. (2020). "Implementing Product Platforms in the Global Enterprise: Lessons from an LED Industry Leader." *Business Horizons*. (63,4). July-August, 421-434.

Meyer, M.H. and Lee, C., (2018). *University Entrepreneurial Ecosystem Development: An Assessment Methodology*, The Korean Institute for Startup & Entrepreneurship Development, South Korean Ministry of Small Business and Startups, Research Monogram (Approximately 100 pages.)

Marion, T. and Meyer, M.H., (2018), "Organizing to Achieve Modular Architecture Across Different Products", *IEEE Transactions on Engineering Management*, (65:3), pp. 404-416.

Meyer, M.H. and Crane, F. (2018). *Innovation: The Workbook. 4th Edition*. The Institute for Enterprise Growth. Boston, MA. (Written as a design thinking methods book, primarily for undergraduates, and used in our campus wide Innovation course with many sections.)

Meyer, M.H., Osievskyy, O., and Libaers, D. (2018). "Does Product Platforming Pay Off?" *The Journal of Product Innovation Management*. (35:1). 66-87.

Meyer, M.H. and Lee, C., (2017). "A Corporate Entrepreneurship Perspective for the Internet of Things," *The Journal of Korean Entrepreneurship*, (The Korean Entrepreneurship Society), December 4, 2017, 143-169.

Meyer, M.H. and Lee, C., *Corporate Innovation* (2017). The Korean Entrepreneurship Foundation, Seoul, South Korea. (For university-level strategy and innovation course in South Korea).

Meyer, M.H., Crane, F.G., and Lee, C., (2016). "Connecting Ethnography to the Business of Innovation." *Business Horizons*. 59(6), November. 699-711.

Biloshapka, V., Osievskyy, O., & Meyer, M.H. (2016). The value matrix: a tool for assessing the future of a business model, *Strategy & Leadership*, 44(4), 41-48.

Meyer, M.H. and Lee, C., (2016). *Venture Discovery*. Korean Entrepreneurship Foundation, Seoul. (A methods-based workbook focused on entrepreneurship in a Korean context. Written in Korean).

Meyer, M.H. and Crane, F. (2016). *Innovation: The Workbook*. The Institute for Enterprise Growth. Boston, MA. (Written as a design thinking methods book, primarily for undergraduates.)

Meyer, M.H. and Crane, F. (2016). "SilverRail Technologies." *The Journal of the Academy of Business Education*. (18). 1-15. (A business model case study).

- Osiyevskyy, O., Meyer, M., & Zargarzadeh, M. A. (2015). *Exploring the impact of an external crisis on R&D expenditures of innovative new ventures. Journal of Business and Entrepreneurship, 26*(3), 1-36.
- Meyer, M.H. and Crane, F. (2015). *Venturing: Innovation and Business Planning for Entrepreneurs*. The Institute for Enterprise Growth. Boston, MA. (A graduate level methods-based textbook).
- Allen, M. R., Adomdza, G. K., & Meyer, M. H. (2015). Managing for innovation: Managerial control and employee level outcomes. *Journal of Business Research, 68*(2), 371-379.
- Marion, T. J., Meyer, M. H., & Barczak, G. (2015). The Influence of Digital Design and IT on Modular Product Architecture. *Journal of Product Innovation Management, 32*(1), 98-110.
- Meyer, M.H. and McNett, J., (2015). "Snow or Sand, Student Travel Solutions," *Entrepreneurship Theory and Practice, (39:2)*, 443-447. (A business modeling case study).
- Crane, F., Meyer, M. (2014). Entrepreneurship Professors: Dispositional Optimism, Academic Optimism and Explanatory Style of Teaching. *Business Journal for Entrepreneurs*(2).
- Crane, F., Meyer, M. (2014). Seven Deadly Sins that are Killing Corporate Innovation in America.. *Journal of Leadership and Management, 2*, 15.
- Meyer, M.H. and Kursh, S., (2012). 'Elder Alert," *International Review of Entrepreneurship. (10:4)*.
- Crane, F., Blunden, R., Meyer, M. (2013). Dispositional Optimism and Entrepreneurial Intent: An Exploratory Cross-Cultural Investigation. *International Review of Entrepreneurship, 10*(3), 115-125.
- Meyer, M.H., Kursh, S., and Crane, F. (2013), "Street Furniture," *Journal of the Academy of Business Education. (14)*.
- Meyer, M.H. and Marion, T. , (2013). "Preserving the Integrity of Knowledge and Information in R&D." *Business Horizons, 56* (1), pg. 51-61.
- Marion, T, Fixson, S., and Meyer, M.H., (2012). "The Problem with Digital Design," *Sloan Management Review, Summer, 53:4*, pp. 63-68.
- Crane, F. and Meyer, M.H. (2012). "Key Caveats and Emerging Creative Solutions to Achieve Successful Corporate Innovation," *Current Opinion in Creativity, Innovation and Entrepreneurship, December, 1* (2), pp. 1-6.
- Crane, F. and Meyer, M.H. (2012). "Building and Sustaining the Entrepreneurial Brand," *Business Journal for Entrepreneurs. March* (1), pp. 74-87.
- Crane, F. and Meyer, M.H., (2011). "The Challenges of Innovation in American Companies: An Executive Ethnographic Investigation," *The Journal of Technology Management and Innovation, 6:4*, pp. 194-204.
- Marion, T. and Meyer, M.H., (2011). "Applying Industrial Design and Cost Engineering to New Product Development in Early-Stage Firms," *The Journal of Product Innovation Management, 28:5*, pp.773-786
- Meyer, M.H., Adomdza, G., and Crane, F.G., (2011). "Sentillion," *The Journal of the Academy of Business Education, 12*, pp. 163-175.
- Adomdza, G., Allen, M. and Meyer, M.H. (2011). The Challenge of Career Path Uncertainty for Internal Corporate Ventures, *The Journal of Applied Management and Entrepreneurship, 16:4*.
- Meyer, M.H. , de Weck, O., and Marion, T., (2011). "Product Platforms," in *Wiley International Encyclopedia of Marketing*, Sheth, J. and Malholtra, N., (eds.) West Sussex, United Kingdom: John Wiley and Sons.

- Meyer, M.H., Vallaru, K., and Kursh, S., (2011). "The Server Consolidation Case," *The Journal of the Academy of Business Education*, 12: 1, pp. 170-188.
- Meyer, M.H. and Crane, F.G., (2011). *Entrepreneurship: An Innovator's Guide to Startups and Corporate Ventures*, Thousand Oaks, CA: Sage Publications.
- Meyer, M.H., Allen, M., and Crane, F.G., (2011). "Ready Seafood," *International Review of Entrepreneurship*, 8:3.
- Meyer, M.H. and Marion, T., (2010). "Innovating for Effectiveness: Lessons from the Design Firms," *Research Technology Management*, Sep-Oct, pp. 21-28.
- Meyer, M.H., Marion, T., and Crane, F., (2010). "Selling Innovation to the C-Suite," *Research Technology Management*, 53:4, July-Aug, pp 30-45.
- Crane, F. and Meyer, M.H., (2010). "Measuring and Improving the Innovation Readiness of MBA Students," *Journal of the Academy of Business Education*, 11, pp. 47-53.
- Meyer, M.H. and Poza, H., (2009). "Venturing Adjacent to the Core: From Defense to Homeland Security," *Research Technology Management*, May, pp 31-48.
- Meyer, M.H., Friar, J.F., Kursh, S., and Shaughnessy, D., (2008). "Bioblood: M&A in the Biotech World," *International Review of Entrepreneurship*, 6:2.
- Crane, F. and Meyer, M.H., "A Perspective on the Rationale for Teaching Innovation in the MBA and Strategies for Implementation," *The Journal of the Academy of Business Education*, (9), Summer 2008, pp 17-28.
- Meyer, M.H., Willcocks, N., and Boushell, B., (2008). "Corporate Venturing: An Expanded Role for R&D," *Research Technology Management*, Jan-Feb, pp 34-42.
- Meyer, M.H., "Perspectives: How Honda Innovates," *The Journal of Product Innovation Management*, (25:3), May 2008, pp. 261-271.
- Crane, F.G. and Meyer, M.H., (2007). "Teaching Dispositional Optimism in the Entrepreneurial Classroom," *International Journal of Entrepreneurship Education*, 5, pp. 163-174.
- Meyer, M.H., Jekowsky, E., and Crane, F., (2007). "Applying Platform Design to Improve Case Management Across the Continuum of Care," *Managing Service Quality*, 17:1, pp 23-40. (Emerald Literati Network 2008 Award for Excellence as a best paper.)
- Meyer, M.H., (2007). *The Fast Path to Corporate Growth: Leveraging Knowledge and Technologies to New Market Applications*, Oxford University Press.
- Crane, F. and Meyer, M.H., (2006). "The Entrepreneurial Climate in Canada: The Entrepreneur's Viewpoint", *Journal of Small Business and Entrepreneurship*, 19:3, pp. 223-231.
- Meyer, M.H., Anzani, M., and Walsh, G., (2005). "Organizational Change for Enterprise Growth", *Research Technology Management*, November-December, pp. 48-56.
- Friar, J.H and Meyer, M.H., (2005). "Circuit Board Corporation," *Case Research Journal*, 24:3.
- Meyer, M.H. and Webb, P., (2005). "Modular, Layered Architecture: The Necessary Foundation for Effective Mass Customization in Software," *International Journal of Mass Customization*, 1:1, pp. 14-36.
- Meyer, M.H., Anzani, M., and Walsh, G., (2005). "Innovation and Enterprise Growth: How IBM Develops Next Generation Product Lines," *Research Technology Management*, July-August, pp. 34-44.

- Meyer, M.H., de Crescenzo, N., and Russell, R., (2004). "In Search of a Viable Business Model," *International Journal of Entrepreneurship Education*, 2:2, pp. 31-43.
- Meyer, M.H. and Molloy, J., (2004). "Ajax Electronics," in Platt, H. and Platt, M., (eds), *A Casebook on Corporate Renewal*, The University of Michigan Press, Ann Arbor, MI, pp 250-258.
- Meyer, M.H. and Lehnerd, A., (2003). "Modular Platforms and Innovation Strategy," in Ralph Katz (ed.), *The Human Side of Managing Technological Innovation*, Oxford University Press, New York, NY.
- Friar, J. and M.H. Meyer, (2003). "Factors Differentiating High Growth Ventures from Micro-Ventures with Implications for Regional Development," *Journal of Small Business Economics*, September, 21:2, pp 145-152.
- Meyer, M.H. and D. Dhaval, (2002). "Managing Platform Architectures and Manufacturing Processes for Non-Assembled Products," *Journal of Product Innovation Management*, 10, pp. 277-293.
- Meyer, M.H. and A. DeTore, (2001). "Creating Platform-based Approaches to New Services Development," *Journal of Product Innovation Management*, 18, pp. 188-204.
- Meyer, M.H., and P. Mugge, (2001). "Make Platform Innovation Drive Business Growth," *Research Technology Management*, January-February, pp. 25-39.
- Meyer, M.H., J. Friar, and C. Lax, (2000). "Rising to the Challenge of the Web," *Handbook of E-Business*, J. Keyes (ed.), RIA Publishers, New York, pp. 1-12.
- Meyer, M.H. and A.D. DeTore, (1999). "Product Development for Services," *Academy of Management Executive*, 13:3, pp. 64-76.
- Meyer, M.H., (1999). "The Strategic Integration of Markets and Competencies," *The International Journal of Technology Management*, 17:6, pp. 677-695.
- Meyer, M.H. and R. Seliger, (1998). "Product Platforms in Software Development," *Sloan Management Review*, 40:1, pp. 61-74.
- Lehnerd, A. and M.H. Meyer, (1998). "Building a Better Mousetrap: The Discontinuity of Innovation," *Today's Engineer (IEEE)*, (1:2), Spring, pp. 40-44.
- Meyer, M.H., (1998). "Managing Cycle Time in New Product Development," *The Handbook of Technology Management*, CRC Press, Boca Raton, FL.
- Meyer, M.H. and A. Lehnerd, (1997). *The Power of Product Platforms*, The Free Press, New York, N.Y.
- Meyer, M.H., (1997). "Revitalize Your Product Lines Through Continuous Platform Renewal," *Research Technology Management*, April-March, pp. 17-28.
- Meyer, M.H., P. Tertzakian and J. Utterback, (1997). "Metrics for Managing Product Development within a Product Family Context", *Management Science*, 43:1, pp. 88-111.
- Curley, K., and M.H. Meyer, (1996). "A Comparison of US, Japanese, and European Software Development Practices and Processes," *Journal of Global Information Management*, 4:3, pp. 18-26.
- Meyer, M.H. and M. Zack, (1996). "The Design and Development of Information Products," *Sloan Management Review*, 37:3, pp. 43-59.
- Meyer, M.H. and J. Utterback, (1995). "Product Development Cycle Time and Commercial Success," *IEEE Transactions on Engineering Management*, 42: 4, pp. 1-8.

- Meyer, M.H. and G.T. Aley, (1995). "SR Corp: Decisions for an Emerging Technology", *Case Research Journal*, pp. 10-34. (Also, included in as a case chapter in *Strategic Management*, Lester Digman (ed.), Dame Publishing, 1997, and *Market Planning and Strategy*, Subhash Jain (ed.), SouthWestern Publishing, 1999.)
- Meyer, M.H. and L. Lopez, (1995). "Technology Strategy in a Software Products Company", *The Journal of Product Innovation Management*, 12, pp. 294-306.
- Meyer, M.H., and Curley, K., (1995). "The Impact of Knowledge and Technology Complexity on Decision Making Software Development," *Expert Systems with Applications*, 9:1, pp. 111-134.
- Meyer, M.H.,(1994). "Risk Management in Financial Services: Current Applications of Technology and Business Reengineering," in the *Encyclopedia of Microcomputers* (James Williams, Editor), Marcel Dekker, NY.
- Meyer, M.H. and Utterback, J., (1993). "The Product Family and the Dynamics of Core Capability," *Sloan Management Review*, 34:3, pp. 29-47.
- Utterback, J., Meyer, M.H., Tuff, T., and Richardson, L., (1992). "When Speeding Concepts to Market Can be a Mistake," *Interfaces*, 23:4, pp. 24-37.
- Meyer M.H., DeTore, A., Siegel, A., and Curley, K., (1992). "The Strategic Use of Expert Systems for Risk Management in the Insurance Industry," *Expert Systems With Applications*, 5, Pp. 15-24.
- Meyer, M.H. and Curley, K., (1991). "A Methodology for Classifying the Complexity of Expert Systems," *MIS Quarterly*, 15:4, pp. 454-472.
- Meyer, M.H.,(1991). "A Study of Locus of Control in the Development of Advanced Information Systems," *Journal of Engineering and Technology Management*, 8, pp. 121-140.
- Roberts, E.B. and Meyer, M.H., (1991). "New Products and Corporate Strategy," *Engineering Management Review*, 19:1, pp. 4-18.
- Meyer, M.H. and Curley, K., (1991). "Putting Expert Systems to Work," *Sloan Management Review*, 32:2, pp. 21-31.
- Meyer, M.H. and Curley, K., (1989). "Expert Systems Success Models," *Datamation*, Sep 1,, pp. 35-38.
- Meyer, M.H. and Roberts, E.B., (1988). "Focusing New Product Strategy for Corporate Growth," *Sloan Management Review*, 29:4, pp. 7-16.
- Utterback, J., Meyer, M.H., Roberts, E.B., and Reitberger, G., (1998). "Technology and Industrial Innovation in Sweden: A Study of Technology-based Firms Formed Between 1965 and 1980," *Research Policy*, 17, pp. 15-26.
- Meyer, M.H. and Wallace, J., (1987). " Computer-Aided Manufacturing," *Unix Review*, 5:12, December, pp. 57-63.
- Meyer, M.H. and Roberts, E.B., (1986). "New Product Strategy in the Technology-Based Firm: A Pilot Study," *Management Science*, 32:7, pp. 806-821.
- Meyer, M.H., (1986). "Does Unix Matter?," *Datamation*, December 15, pp. 73-76.
- Meyer, M.H., (1986). "Government Applications of Unix," *Unix Review*, 4:8, August, pp. 24-33.
- Manis, R. and Meyer, M.H.,(1986). *The Unix Shell Programming Language*, Howard W. Sams and Company, Indianapolis, IN. Library of Congress 86-60029.

Meyer, M.H., (1986), "Manufacturing Automation Protocol," *Unix Review*, (4:3) March, pp. 82-89.

Journal Activities:

Journal of Product Innovation Management, Editorial Board

National Science Foundation, Reviewer

Journal of Small Business Management, Reviewer

Management Science, Associate Editor, 1995-2000

Current Teaching:

- Managing Innovation for Next Generation Products, Systems and Services. Masters & MBA, Classroom and Virtual deliveries.
- National Science Foundation, I-Corps Site Program – Customer discovery and solutions design.
- Masters of Management in Digital Healthcare Transformation, in partnership with the Mayo Clinic School of Medicine. Faculty Director and Innovation Course teacher. (Being launched in 2022).
- Korea, in partnership with Professor Chaewon Lee.
 - Corporate Spin-out: Korean Institute for Startup Enterprise Development. (KISED). Corporate Ventures (Spin-outs). Intensive methods training on product and business model design, as well as venture finance, for 12 spin-outs in process from major Korea corporations. 75% have succeeded as launched, revenue-generating ventures.
 - Venture Mentoring: Methods development and training for the national venture mentoring association. On retainer as a “master mentor” to help other mentors in their work.
 - Societally-focused Entrepreneurship: Co-taught a train the teachers program for college and high school entrepreneurship educators and that book is now the most widely used beginner entrepreneurship book in that country (in Korean).
- India: Co-designed (with Greg Collier) an on-line course delivery of the Ready-Set-Go IDEA venture creation process from IDEA, with follow-on coaching by local India mentors, partnering with government and universities in the Andhra Pradesh. Started in 2017 and still in development – scaleup. *Personal Discovery Through Entrepreneurship* (2020, written with Professor Chaewon Lee), has become a required teaching methodology for 6,000 entering freshmen in the Gandhi Institute of Technology and Management.
- Corporate Executive Education:
 - IBM: XSELLerate, Designing and Selling IT to Line of Business Executives from 2008-2019
 - Keurig: Innovation Bootcamps (2018, 2020)
 - Mars-Wrigley: Innovation Bootcamps, various from 2005-2015
- Other University Programs:

- The Netherlands: Business Planning for Technology Ventures. Co-led the formation of the CleanTech Ventures program, Delft Technical University, 2013-17, with Professor Frido Smulders.

Selected Ventures:

- 1980-1986 **VenturCom** (Cambridge, MA). Co-founder. Director of New Product Development. This MIT spin-off developed embedded systems software and real time applications development tools for Windows and Linux/Unix environments. Software licensed as the real-time plug-in for Windows CE. Product: RTX. Company became Ardence. Acquired by Citrix. Parts spun-off as IntervalZero.
- 1992-1995 **Phase II Software** (Cambridge, MA). Partner. This was a very successful large-scale systems integrator for defense contractors and defense agencies, working in the open systems and database integration areas.
- 1995-1998 **Intervista Software** (San Francisco, CA). Co-founder. Firm offered interactive 3D Internet browser and VRML tools to create virtual worlds on the Internet. Acquired by Platinum Software (2001)
- 1997-2000 **Sentillion** (Andover, MA). Member of start-up team and continued business development. The company is now the market leader for single-sign-on and identity management for healthcare. Acquired by Microsoft (Feb 2010)
- 2000-2001 **Highground Systems** (Marlboro, MA). Re-engineered product and R&D strategies for a turnaround, leading to acquisition by Sun Microsystems, (2001).

At present, moderately active angel investor in ventures external to Northeastern, and highly active advisor to both Northeastern and South Korean startups.