
Vision Document

Center for Research in Technology
and Innovation at the Kellogg
School

Kristen DaRosa



**Center for Research in
Technology & Innovation**
at the Kellogg School of Management

MISSION

The Center for Research in Technology and Innovation (CRTI) at the Kellogg School of Management advances the frontiers of knowledge in technology management and innovation through collaborative research with its corporate partners, fellow academics and students. We empower people to understand the critical role technology management and innovation play in driving sustainable growth, guided by the Kellogg School's pillars of *Intellectual Depth, Experiential Learning, Global Perspectives, and Leadership and Social Responsibility*.

VISION

Our vision is to be globally recognized as a foremost authority in technology management and innovation research.

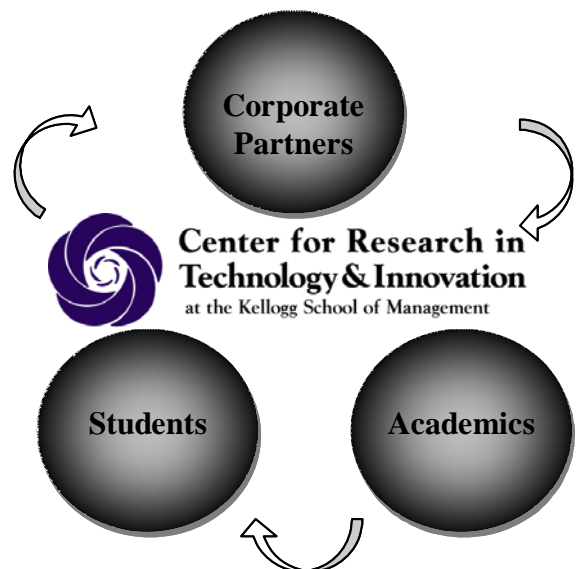
PHILOSOPHY

As a multi-disciplinary team of academics, we deliver expertise in the areas of technology and innovation through a three tiered synergy among *Corporate Partners, Academics* and *Students*.

Corporate Partners: The Kellogg School believes that corporate leaders are vital contributors to evaluating and solving technology management and innovation challenges. CRTI's corporate partners define key issues at the forefront of technology management and innovation, open doors for empirical investigations, and provide vital feedback that tests research results and guides future investigations. CRTI is currently engaged in collaborative research with Cisco Systems, Microsoft, Teradata, and other industry leaders.

CRTI provides customized education programs for its partners to advance their managers' knowledge and skills, prepare for new responsibilities, lead organizational change, and broaden their perspective. Microsoft, DuPont, Nissan, Sony and others have taken advantage of this opportunity.

The CRTI works collaboratively with executives to create knowledge that delivers measurable results.



Academics: CRTI works with a global network of academics to drive research in the areas of technology management and innovation, resulting in articles published in leading academic journals and commercially-distributed books. CRTI faculty and associates have collectively produced hundreds of academic articles that have been featured in the *Harvard Business Review*, *MIT Sloan*, *Wall Street Journal* and *New York Times*.

Students: The Kellogg School prepares students to become global leaders who can analyze an organization's structure in depth, find creative solutions to business challenges, and build consensus across diverse groups. CRTI faculty encourage students to participate as partners in research and curriculum development. Some of the school's most popular classes were instituted or inspired by the students themselves, including the TechVenture offering.

Brand Guidelines

Messaging

The messaging was created with the intention of bridging what our audience already knows and where we are trying to take them.

Quotes:

When being interviewed, please follow this protocol:

- Request to review article in draft form; forward draft to Kristen
- Kristen to provide reporter with high-resolution images, CRTI logo, CRTI url
- Ensure you are cited using the following messaging:

*“says, Kellogg Prof. [**FULL NAME**], [**TITLE**] at the Center for Research in Technology and Innovation (CRTI). The CRTI is made up of an interdisciplinary team of globally recognized academics whose purpose is to advance knowledge in the areas of technology and innovation in the classroom and at leading companies.”*

Boilerplate:

Founded by McCormick Tribune Professor of Technology Mohan Sawhney in June 2001, the Center for Research in Technology & Innovation (CRTI) at the Kellogg School of Management plays a pivotal role in defining, understanding, and solving challenges facing managers in driving business innovation and maximizing the value of their technology and intellectual assets. The center studies technology's role in improving business performance, promoting organizational effectiveness, driving innovation and creating competitive advantage. Top faculty members address management challenges using a breadth of professional and academic expertise, offering a synthesis of these perspectives in their research and teaching. The teachings of CRTI faculty members have global impact via the Kellogg School's executive MBA partner programs in North America, Europe, the Middle East and Asia. To learn more, visit <http://www.kellogg.northwestern.edu/research/crti/>.

Use of logo

[See attached logo proofs]

In an effort to maintain consistency, the CRTI logo should appear to the right of the Kellogg logo, or below it. The KIN logo will continue to appear with the Kellogg logo.