

July 2014

## **Curriculum Vita**

### **Uzi de Haan**

Professor Emeritus in Entrepreneurship and Strategic Management  
Faculty of Industrial Engineering and Management  
Technion-Israel Institute of Technology  
Haifa, 32000, Israel

Telephone: + 972 8294459; (mob) + 972 544 630090

Fax: + 972 4 8295688

Email: [uzid@ie.technion.ac.il](mailto:uzid@ie.technion.ac.il)

### **EDUCATION**

1976 Post Doctorate, at UCLA, Los Angeles, USA

1975 D.Sc.- Faculty of Industrial Engineering and Management, Technion Haifa,

1969 M.Sc. (Ir)- Aeronautical Engineering, Technology University, Delft, the Netherlands

### **ACADEMIC APPOINTMENTS**

2014- Visiting professor Cornell University at the Jacobs Technion-Cornell Innovation Institute, NYC, USA  
Director of the postdoctoral Runway program to apply and commercialize academic research

2011- Professor Emeritus, Faculty of Industrial Engineering and Management, Technion

2004 - 2011 Professor, Faculty of Industrial Engineering and Management,  
Technion-Israel Institute of Management

2003 Visiting scientist in Faculty of Industrial Engineering and Management, Technion,  
Haifa

1976 Research fellow in Institute of Industrial Relations, University of California, Los Angeles

1975 Lecturer at Social Science Faculty of Tel-Aviv University

1969–1976 Teaching assistant in the Faculty of Industrial Engineering and Management,  
Technion-Israel Institute of Management

### **TEACHING EXPERIENCE**

2003- Undergraduate course "Entrepreneurship and Intellectual Property" 096815  
Graduate course 2005 " Selected topics in Innovation" 099745  
Graduate course 2006 "Research in Universities and its transfer as source of innovation and economic wealth creation" 099745

Graduate course 2009 "Strategic Entrepreneurship"  
MBA/graduate course 2004 "Selected topics in Entrepreneurship" 099745  
MBA project course "From patent to first investment" 099792  
MHRM Program "Topics in Management of Companies"  
MBA course " Entrepreneurship and Business Development"  
MBA course jointly with MBA Fudan University in Shanghai:  
"International Entrepreneurship"

2000- . Coach in the Senior Management Program and Management Program for Emerging Companies of the Technion Institute of Management (TIM)

1975 Lecturer, Course on Production Management to undergraduates at Department of Labor Studies, Tel Aviv University

1971 – 1975 Instructor, teaching "Work Study" to undergraduates in Industrial Engineering, Technion.

## ACADEMIC ADMINISTRATIVE POSITIONS

2003- Member of Technion Patent Committee

2004- Founder and Director of the Technion Bronica Entrepreneurship Center (BEC)

## MEMBERSHIP IN PROFESSIONAL ORGANIZATIONS

- Academy of Management; the Entrepreneurship and Technology and Innovation Management Divisions.
- Global Consortium of Entrepreneurship Centers (USA)

### Other assignments :

- Member of SME export promotion committee of Ministry of Trade and Industry
- Member of the advisory board of the Nielsen Innovate incubator in Israel

## PROFESSIONAL EXPERIENCE

### **1998 – 2003: CEO Philips Electronics in Israel**

**Assignment :** Start a Philips activity in Israel in order to:

- Increase sales (until 1998 only indirect sales through distributors)
- Access to technology capabilities of Israeli high tech

### **Achievements:**

- Through recruitment and acquisitions built a direct sales / R&D / manufacturing activity from zero to \$300 mln and 460 employees in 2003
- Minority venturing investments in 5 Israeli start up companies, active director in 4 companies
- Numerous cooperation agreements with Israeli companies
- Initiating and establishing a new business for Philips in Personal Healthcare / Telemedicine through cooperation and JV with the Israeli company SHL Telemedicine

### **1996 – 1998: Director of Corporate Purchasing Philips**

Responsible for purchasing volume of Euro 5.5 bln

### **Achievements:**

- Initiating and implementing an across business joint purchasing of commodity components

- As Philips Program Manager, initiating, developing and implementing a Philips wide program for leveraged purchasing of non product related HW/SW and services, to save Euro 600mln in 3 years.
- Built a project organization and developed program and tools, resulting in €150 mln savings in first year and a Philips Board decision to concentrate all non product related purchasing into a Corporate Purchasing Services entity.

**1995 – 1996 Director of Operations of the Philips Communications Division**  
responsible for logistics, manufacturing , IT, quality, purchasing.

**Achievements:**

- Restructuring manufacturing, closing 2 out of 8 factories
- Implemented ERP systems (BAAN and SAP)
- Initiated a division-wide quality program
- Initiated and implemented a supply chain management system for the mobile phone business

**1990 – 1994 Purchasing director of Philips Consumer Electronics ,**  
responsible for a purchasing volume Euro 5 bln.

**Achievements:**

- Division-wide purchasing of commodities (€ 550 mln) resulting in 4% annual price reductions
- Initiate and implement redesign of purchasing processes with focus on supply chain management and early involvement of suppliers in product design
- Changing the purchasing capabilities through training and recruitment of MBA's / Engineers
- Management of International Procurement Offices in Japan, Korea, Taiwan, Singapore and China.

**1986 – 1990 Technical Director / Business Development Manager of Philips Japan, located in Tokyo**

**Achievements:**

- Established a Passive Component (CMC) factory in Japan
- Established an IC design center
- Supported the new business of LCD (Liquid Crystal Displays) in Philips by cooperation with Japanese companies, hiring Japanese experts, and joint research programs with Japanese universities.
- Developed and implemented strategy for Consumer Electronics product development and manufacturing in Japan.
- Supported Philips Medical Systems in acquiring a Japanese company.

**1982 – 1985 Senior Consultant in Philips Corporate Management, Consulting department**

**Achievements:**

- Developing a € 140 mln savings program for Grundig after acquisition by Philips.
- Developing an Industrial strategy for Philips in the Far East on request of the Board of Philips.
- Developing a Competitive strategy for Philips in Argentina.
- Implementing a Total Quality program in Philips Belgium.
- Implementing a new Product Development process in the Television Division.
- Developing business development/change management tools and processes for Philips

**1979 – 1982 Plant manager of Telecommunications Cable factory of NKF, a subsidiary of Philips Electronics (manufacturing volume of € 20 mln, 230 employees)**

**Achievements:**

- Turn around from € 500 K loss to profit
- Start manufacturing of fiber optic cables
- Investment in new product lines for plastic insulated cables

**1976 – 1979 Assistant to General Management of NKF, a subsidiary of Philips Electronics**

**Achievements:**

- Project manager for establishing business units in the holding company and decentralizing R&D / manufacturing to four autonomous plants
- Setting up turn-key project management for Cable projects specifically for Saudi Arabia and Indonesia
- Strategy / business development for the Telecom Cable Division

**1969 - 1976 Consultant assignments in Israeli companies**

**1968 – 1969 Industrial Engineer in Fokker Aircraft Industries, The Netherlands**

**Achievements:-** Developing and implementing a maintenance / overhaul system for Nike Missile Systems

**SUPERVISION OF GRADUATE STUDENTS**

<u>Student</u>	<u>Research Subject</u>	<u>Degree</u>	<u>Date (exp.)</u>
Raphi Klein	Corporate Exploration Competence and the Dynamics of Discovering Intellectual Property outside the Firm	MSc	2009
Yossi Nathan	The commercialization of university research: why are some researchers more entrepreneurial than others	MSc	2008
Tali Sivan (Avi Fiegenbaum: Main supervisor, Miriam Erez, Uzi de Haan Co supervisors)	The fundamental role of Absorptive Capacity in the Opportunity Exploitation Stage	PhD	2009
Efrat Gati (Miriam Erez: Main supervisor)	The effect of globalization on cultural change	PhD	2006
Shalom Cohen (Dov Dori: Main supervisor)	A multi-tier System Development Life Cycle Model for Off-the Shelf Software with Market and Organization Effects	PhD	2007
Yana Vashershtayn	Human Capital leading to success in Israeli start-ups: Second time better? What are key learning factors?	MSc	2008

Boaz Vaizler	The impact of entrepreneurship education on entrepreneurial self-efficacy and behavior: unfolding the effects of passion and inspiration	MSC	2011
Sharon Tal Ishkovitz (co- supervisor Marc Gruber EPFL)	The Emergence Process of New Technology Ventures in a context of Multiple Strategic Alternatives	PhD	2013

## RESEARCH GRANTS

- 2004- Noaber Fund, Euro 50,000 for Entrepreneurship Research and Outreach
- 2004 - Neaman Institute , \$ 6000,- with prof.Miriam Erez and prof.Avi Fiegenbaum for University Patent Commercialization Research
- 2006-2008: "Being a Part of a Global Corporation - The Emergence of a Shared Global Culture and a Global Identity: Antecedents and Consequences: Israel Science Foundation" (with Prof. Miriam Erez)). (ISF #12-06) 108,000 NIS for the first year.
- 2007-2009 ISF Grant ( 2011532) of NIS 31,501 with Prof. Miriam Erez for study on the Influence of training program of entrepreneurship on entrepreneurial capabilities of high-school students

## Honors

The Meir Rosenblatt Excellence in Teaching Award 2004-2005 of the Faculty of Industrial Engineering and Management.

## PUBLICATIONS

### Refereed papers in professional journals

1. Z. Rosenblatt, M.Erez, U. de Haan (2011) " Gender and the effects of an entrepreneurship training program on entrepreneurial self-efficacy and entrepreneurial knowledge gain" *International Journal for Entrepreneurship and Small Business*, 13,1
2. S. Cohen,, D.Dori and U. de Haan (2010) " A Software System Development Life Cycle Model for Improved Stakeholders' Communication and Collaboration" Vol. V, (1) *International Journal of Computers, Communication and Control*
3. R. Klein, U. de Haan, A.Goldberg (2010) "Overcoming obstacles encountered on the way to commercialize university IP" *Journal of Technology Transfer*
4. R.Klein, U. de Haan, A. Goldberg (2010) "Corporate Exploration Competence and the

Entrepreneurial Enterprise" *Journal of the Knowledge Economy*

5. U. de Haan (2007) "A hotbed for entrepreneurship and innovation" (in Dutch) , *Economische Statistische Berichten*, 92, 644-648
6. E.M. Dar-El and U. de Haan, "Autonomous task decision making and its implications for job design"; *International Journal of Production Research*, 1977, Vol. 15, no. 4, 331–350
7. U. de Haan, E.M. Dar-El, A.I. Goldberg, "The measurements for autonomy and technology for task system design", *International Journal of Production Research*, 1979, Vol. 17, 5, 491-504

**Article in Book**

U. de Haan, "Autonomy and Technology: A Contingency Approach", in Bernhard Wilpert and Anant Negandhi (eds.), *Work Organization Research, European and American Perspectives*, The Kent State University Press, 1978, Section II, 5, pages 71–91.

U. de Haan, "A hotbed for entrepreneurship and innovation: looking for success factors in Israel's high-tech clusters" in W.Hulsink and H.Dons (eds.) *Pathways to High-tech Valleys and Research Triangles: Innovative Entrepreneurship, Knowledge Transfer and Cluster Formation in Europe and the United States*. Springer, 2007

M.Erez, A.Fiegenbaum, U.de Haan, T.Sivan "The fundamental role of Absorptive Capacity in the Opportunity Exploitation State: Its Antecedence and Effect on New Venture Performance" *Frontiers of Entrepreneurship Research*, 2010

U. de Haan. "The Israel case of Science and Technology based Entrepreneurship: An Exploration Cluster" in Sarfraz A. Mian (ed), *Science and Technology Based Regional Entrepreneurship*, 2011, Edward Elgar

U. de Haan and B. Golany, 2011, "The land of milk and honey and ideas: what makes Israel a hotbed for entrepreneurship and innovation" in Butler, J.S. and Gibson, D.V. (eds) *Global Perspectives on Technology Transfer and Commercialization; Building Innovative Ecosystems*, Edward Elgar

**ACTIVE PARTICIPATION IN SCHOLARLY CONFERENCES**

<u>Conference</u>	<u>Place and Dates</u>	<u>Title of Presentation</u>
IGTW Symposium	Roma, Sept.2012	Technology and Innovation

Academy of Management Annual Conference	Boston, August 2012	through Entrepreneurship From snipers to scanners: Market entry decisions in emerging organizations (with Sharon Tal-Itzkovitch and Marc Gruber)
		University Technology Transfer through Student and Faculty Entrepreneurship (with Wai Fong Boh and Robert Strom)
Technology Transfer Society Annual Conference	2011 Augsburg (Germany)	Faculty and Students in Spin-offs: University Technology Transfer through Entrepreneurship (with Wai Fong Boh and Robert Strom)
The Babson Entrepreneurship Research Conference	Syracuse (US), 2011	Kissing several frogs in the search for a prince: an empirical examination of the process of linking technology to markets for emerging firms (with Sharon Itzkovitch and Marc Gruber)
The Babson Entrepreneurship Research Conference	Lausanne, 2010	"The fundamental role of Absorptive Capacity in the Opportunity Exploitation State: Its Antecedence and Effect on New Venture Performance (with Avi Fiegenbaum, Miriam Erez and Tali Sivan)
Technology Transfer Society Annual Conference	Greensboro, USA 2009	"Corporate Exploration Competence and the Entrepreneurial Enterprise" (with Raphael Klein and Al Goldberg)
Academy of Management Annual Conference	Chicago, 2009	" The impact of entrepreneurship training on entrepreneurship characteristics of Youth" (with Noa Bergman , Zehava Rosenblatt)
Global Perspectives on Technology transfer and Commercialization	IC2 Institute Austin , Texas , 2009	"What makes Israel a hotbed for entrepreneurship and innovation" (with Boaz Golany)
Charite Biomedical Entrepreneurship Summit	Berlin, March 2009	" Improving Technology Commercialization of Life Sciences"
International_Entrepreneurship Education Conference _	Oxford, Ohio, 2008	"The impact of Entrepreneurship Training on Entrepreneurial Competences of High-school students" (with Noa Bergman, Miriam Erez, Zehava Rosenblatt)

Academy of Management Annual Conference	Philadelphia, August 2007	"Entrepreneurial Team Characteristics, Team ACAP, and the Opportunity Expected Economic Value" (with Ella Miron-Spektor and Tali Sivan)
International Conference of Systems Engineering and Modeling	Israel, March 2007	"The role of improvisation in off-the-shelf software development of entrepreneurial vendors" (with Shalom Cohen)
Interdisciplinary European Conference on Entrepreneurship Research	Montpellier May, 2007	"Economic growth through Entrepreneurship and Innovation- The Israel High-Tech case"
Annual conference of the Technology Transfer Society	Kauffman Foundation, Kansas, September 2005	"Managing Knowledge to affect the Recognition-Evaluation process to enhance expected economic value of university patents." (with M.Erez, A.Fiegenbaum T.Sivan, E. Miron)
Annual Conference of the National Consortium Of (University based) Entrepreneurship Centers	University of North Carolina, Chapel Hill October 2005	"How innovation impacts entrepreneurial success"
The Babson Entrepreneurship Research Conference	Boston, June 2005	"Managing the co-evolution of knowledge and opportunity's Discovery-evaluation to enhance expected economic value. (with M.Erez, A.Fiegenbaum, T.Sivan, E.Miron) refereed paper
Interdisciplinary European Conference on Entrepreneurship Research	Amsterdam, 2005	"University patent commercialization: managing the co-evolution of knowledge and opportunity discovery" (with M.Erez, A.Fiegenbaum, T.Sivan, E.Miron) refereed paper
International Conference on Production Research	Amsterdam, 1979	"The measurements of Autonomy and Technology for task systems



International Conference on  
Work Organization Research

Berlin, 1976

design” refereed paper, printed  
as book chapter

“ Autonomy and Technology:  
a contingency approach”  
refereed paper, printed proceedings