

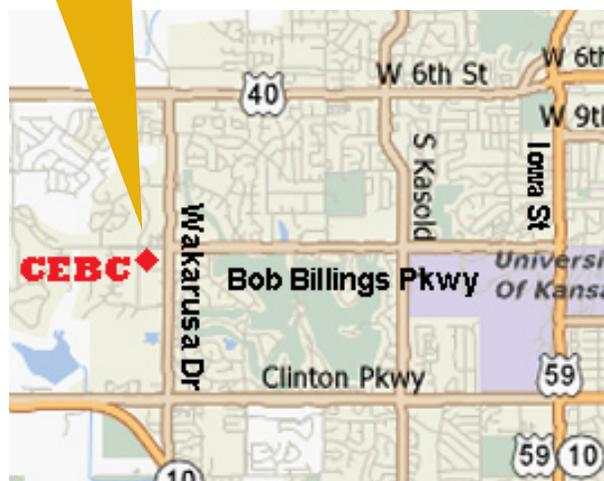


## Innovation Strategy for the Polymers Industry

This presentation will provide some perspectives, with examples, on the essential elements of innovation, including strategy and management as it applies to the polymers industry. Topics discussed will include: (1) classification of innovation and why it is important to have a balanced portfolio of projects with both the short-term and long-term future of the business in mind; (2) the importance of fostering a culture within teams and organizations to promote innovation; (3) innovation strategy including organizational, people, process, portfolio and measurement elements; (4) innovation at the intersection of different disciplines and the synergies that can be captured through the optimum cultivation of cross-functional and cross-disciplinary teams; (5) innovation through partnerships – how to initiate and leverage appropriate partnerships with academia, suppliers and clients; (6) open source innovation tools including end user innovation trends.

**9:00 a.m. Tuesday  
January 30, 2018**

CEBC Seminar Room, B104  
Building B, 1501 Wakarusa Drive,  
Lawrence, KS



The Center for Environmentally Beneficial Catalysis (CEBC) at the University of Kansas and its partners are developing green technologies to help the chemical industry prevent waste and conserve the earth's natural resources.

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#### About the presenter

*Raj Krishnaswamy is currently the Director of Innovation and Technology at Braskem America. Prior to his tenure at Braskem, Raj spent 7 years at Metabolix, Inc. and 9 years at Chevron Phillips Chemical Company in various R&D and leadership roles. He is a Fellow of the Society of Plastics Engineers and has also received the Research & Technology Lifetime Achievement and the Husky Education awards from the SPE. He is an alumnus of the National Academy of Engineering Frontiers Symposium and has received the Outstanding Young Scientist award from Chevron Phillips and multiple Board of Directors Innovation Excellence awards at Metabolix. Raj has co-authored about 40 peer-reviewed journal articles and is a co-inventor on over 30 patents and patent applications.*