

The Creativity Imperative & the Technology Professional of the Future

**Professor David E. Goldberg, Co-Director,
Illinois Foundry for Innovation in Engineering Education**

Tuesday November 4, 5:00 – 6:15 p.m.

1404 Siebel Center

The world (1) is apparently flat, (2) is being given over to a rising creative class, and (3) requires a whole new mind, but a common conclusion drawn from authors such as Friedman, Florida, and Pink is that technology professionals in advanced economies must excel at creating *new* categories of product and service, as returns to routine engineering/technology labor are declining because of the ease with which these tasks may be outsourced.

This talk starts by examining the setting after World War 2 that has largely shaped engineering and technology education of the recent era. It continues by discussing the techno-economic forces that have affected the intervening time, and it considers recent work by Price in others to understand the essential characteristics and habits of *tech visionaries* (TVs) who currently help major companies create value through the effective bootstrapping of entirely new product lines. The talk concludes by discussing the newly established Illinois Foundry for Innovation in Engineering Education, including crucial organizational, content, and delivery innovations designed to promote effective and viral curriculum reform.

David E. Goldberg is the Jerry S. Dobrovoly Distinguished Professor in Entrepreneurial Engineering at the University of Illinois at Urbana-Champaign. He is also co-founder and chief scientist of ShareThis Inc., a web2.0 startup company. He is co-chair of the inaugural and 2nd Workshop on Philosophy and Engineering (TUDelft & the Royal Academy of Engineering), and the co-director the Illinois Foundation for Innovation in Engineering Education (iFoundry). Among many honors, he is the recipient of a National Science Foundation Presidential Young Investigator Award, a Wickenden Award presented by the American Society for Engineering Education, and an Outstanding Instructor Award presented by the National Technological University.

The IEE Seminar Series is designed to bring a diverse set of perspectives on engineering education to our campus, and to inform and energize our conversations on education. This event is co-sponsored by the Technology Entrepreneur Center, the Illinois Foundry for Innovation in Engineering Education (iFoundry), the Academy for Excellence in Engineering Education (AE³), and Engineering and Technology Studies at Illinois (ETSI). Questions? Please contact Karen Hyman, iFoundry Associate Director, kkhyman@illinois.edu.