



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 College of Business, where he and his colleagues have helped many students and alumni start their own companies. Northeastern is now ranked as a leading entrepreneurship program (#5 for undergraduate entrepreneurship education in the United States by Princeton Review in 2018, #9 for graduate entrepreneurship education). Dr. Meyer is also the managing director of the Center for Entrepreneurship Education, which is responsible for interdisciplinary entrepreneurship education. Over the past three years, the Center's incubator, IDEA, has helped launch 60 companies which have proceeded to raise more than \$150M in venture capital. The experiential education impact of IDEA is substantial, with at present nearly 500 ventures in the process of development, the vast majority with co-founders and 2/3rd being outside the D'Amore-McKim School of Business. Northeastern was recently named the leading Entrepreneurial University by the Deshpande Foundation for 2018.

Dr. Meyer is also an internationally recognized scholar in the field of innovation. *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 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*. 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*. He was awarded the Maurice Holland by the Industrial Research Institute for his research on managing product platforms.

While a PhD student in his mid-20s, he left MIT for five years to help build his first software company, VenturCom, which became a leader in real-time embedded operating systems. He has also been part of the start-up teams and/or Board Member for other technologies ventures in fields that include database software, cyber software, IoT, nanomaterials. As an innovation consultant, he has led next generation product and platform initiatives for companies in the consumer, industrial, healthcare, and financial sectors. These include IBM, Hewlett Packard, EMC, and Philips in technology sectors, and P&G, Pinnacle, Keurig, and Mars in consumer products. He continues to help design and lead innovation bootcamps and corporate incubator programs for select clients. Dr. Meyer brings these experiences into his teaching. He was awarded the Graduate Teaching Award at Northeastern in 2017.

Dr. Meyer is a graduate of Harvard College and holds his graduate degrees from M.I.T. He has been a Visiting Associate Professor and Visiting Scientist at M.I.T, and Visiting Professor positions at Delft Technical University, Nyenrode Business University, and Seoul National University of Science and Technology.