

Wendy Kennedy: Professional Profile

Summary

Wendy Kennedy is a seasoned technology executive, award-winning professor and author. Best described as an “entrepreneurial professor,” Wendy has spent more than 20 years working with high-growth technology companies, universities, venture capitalists and industry associations on the commercialization of ideas.

Driven by her passion for igniting technology ideas into commercial successes and through her hands-on experience, Wendy has developed unique expertise in helping science and technology professionals bridge the gap between their brilliant discoveries and the business value those ideas represent. *So what? who cares? why you?®: The Inventor's Commercialization Toolkit* is the result of her combined experiences and is a proven methodology for managing innovation and focusing technical teams on extracting the business value of their innovations. Wendy instills the methodology, the process and her toolsets through her book, workshops, seminars, consulting, coaching and advisory engagements.



Professional Credentials

Wendy began her career in operational roles with early-stage technology companies before being recruited to a faculty position at Algonquin College. During her 13 year tenure as Professor, she launched several initiatives for the technology industry aimed at equipping early stage companies with business tools to successfully grow their companies. She was the recipient of the Dr. Laurent Isabelle Award for innovation and excellence as an educator.

She joined Reid Eddison Inc. as a management consultant to technology firms, and later held executive management and advisory roles at technology companies including QNX Software, AsseMetrix, PointShot Wireless and AutoSkill International. As an executive, Wendy earned the reputation of a “professor for entrepreneurs” based on her focus on injecting growing technology companies with knowledge and skills that become the foundation of their innovation management activities.

Wendy is a graduate of Queen's University and holds a Master's Degree in Business Administration. She holds several advisory board positions with Ottawa-based business and entrepreneur organizations and serves as an advisor to several early-stage businesses.

Wendy is also a frequent speaker, guest lecturer and presenter at forums, conferences and events relating to commercialization and entrepreneurship including: Pennsylvania State University, MaRS, Young Inventors International, National Research Council of Canada, the Conference Board of Canada, Georgia Institute for Technology, the Alliance for Commercialization of Canadian Technology and the Technology Transfer Society.

How to Engage with Wendy

Through www.wendykennedy.com inc., Wendy provides workshops, delivers seminars and provides consulting services to organizations and individuals as diverse as engineering research labs, technology incubators, regional innovation centers, start-up technology companies and technology entrepreneurs. Organizations, teams and individuals can engage with Wendy in a variety of ways.

For more information, please visit www.wendykennedy.com

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About *So what? who cares? why you?*® *The Inventor's Commercialization Toolkit*

For every 3,000 raw technical and scientific ideas, only one will become a commercial success. Why? One reason is: no matter how good ideas are, investors and other business backers often cannot easily see the business opportunity that they represent.

So what? who cares? why you?: The Inventor's Commercialization Toolkit encapsulates and teaches a methodology to discover and articulate the commercial opportunity that great science and technical ideas represent. Often, a language and cultural gap stands between the researchers who make great discoveries and the business people who can turn those discoveries into lucrative business.

The licensable workbook helps institute a consistent approach to identify and articulate commercial opportunities as part of the investment review process:

- **So what?** Provides hands-on techniques for scoping a great technical idea in terms of the business problem it addresses and where it fits into the market landscape.
- **Who cares?** Guides innovators through an exploration of markets and customers with a focus on who will actually pay money to solve the business problem. This encompasses mapping the best path to market and defining the business model that will allow the idea to make money.
- **Why you?** Is a process to hone in on what makes an idea – and the team behind it – different enough and valuable enough to be chosen over competitive alternatives. It provides a roadmap for turning the idea, the market opportunity and the business model into a compelling story that gets investors and other business backers listening.

The book is accompanied by the online ToolShed, a rich resource center through which Wendy provides book owners with ongoing coaching in the form of downloadable templates, tools, tutorials, narrated realworld examples and more.

The Methodology is Proven

So what? who cares? why you? is based on a repeatable process that has been field tested inside multi-national Fortune 1000 businesses, universities and government labs such as the National Research Council of Canada. Most recently, Wendy's book has been licensed by Innovation Park at Pennsylvania State University and the University of Central Florida. The universities licensed *So what? who cares? why you?* to help self-educate their scientists, researchers, faculty and students on the business value for commercializing ideas.



In addition, Wendy Kennedy has presented the *So what? who cares? why you?* methodology to numerous universities, commercialization institutes and innovation councils including:



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