**Co-Moderators**

Carlos M. Gutierrez is the 35th Secretary of the U.S. Department of Commerce, “the voice of business in government.” The former chairman of the board and chief executive officer of Kellogg Company, Secretary Gutierrez is a core member of the administration’s economic team. He oversees a diverse cabinet agency, focused on promoting American business at home and abroad. Reflecting his commitment to fostering American companies’ innovation and competition in the global economy, Secretary Gutierrez formed the Measuring Innovation in the 21st Century Economic Advisory Committee in 2007. Comprised of 10 prominent CEOs and 5 distinguished academics, including the Carlson School’s Rajesh K. Chandy, this committee was chartered to conceive ways to improve the measurement of innovation so as to better understand its impact on the economy. Following the committee’s recommendations, Secretary Gutierrez announced his innovation measurement initiatives in early 2008, including comprehensive accounting of the effect of high-tech goods and services, measuring the increase in productivity due to increased investments in innovation, and expanding data collection on innovation. With these steps, Secretary Gutierrez and the Department of Commerce hope to develop policies to foster innovation across diverse sectors of the U.S. economy.

Rajesh K. Chandy is James D. Watkins Chair in Marketing and Co-Director of the Institute for Research in Marketing at the Carlson School of Management. Chandy’s research and publications on innovation have received a number of awards, including the Journal of Marketing’s Harold Maynard Award for contributions to marketing theory and thought and the American Marketing Association’s Early Career Award for Contributions to Marketing Strategy and TechSIG Award for the best article on Technology and Innovation. He was named a 2003 Young Scholar by the Marketing Science Institute, and Fortune magazine describes his findings on innovation as “an unorthodox and bracing set of management principles.” Chandy serves as a member of the U.S. Department of Commerce’s Measuring Innovation in the 21st Century Economy Advisory Committee. He is also a member of the Academic Council and the Knowledge Development Coalition of the American Marketing Association and an award-winning instructor.
Panelists

George W. Buckley is Chairman, President, and Chief Executive Officer of 3M, a company which has set the standard for success through innovation by applying its leading-edge technologies such as microelectronics, nanotechnology, light management, and fuel cell research to create products with the potential to transform businesses across a wide array of global industries. A PhD in engineering, Buckley has served in leadership positions with Brunswick Corporation, Emerson Electric Company, and the British Railways Board, and he was a member of Gutierrez’s advisory committee on innovation.

William Hawkins, President and Chief Executive Officer of Medtronic, began his medical technology career with Carolina Medical Electronics in 1977 and has been with Medtronic since 2002. With training in electrical and biomedical engineering at Duke University and an MBA from the Darden School of Business at the University of Virginia, he is uniquely positioned as a leader in medical and economic innovation. Hawkins’s experience leading Medtronic and other firms in the competitive medical technology industry gives him a distinctive view on innovation in the American economy.

Marilyn Carlson Nelson is Chairman of the Board of Minnesota-based Carlson, a global group of integrated companies representing a suite of powerful brands and services in more than 150 countries. An active board and council member of business organizations around the world, Carlson Nelson was recently selected by Forbes magazine as one of “The World’s 100 Most Powerful Women” and by US News and World Report as one of “America’s Best Leaders.” Carlson Nelson’s first book, How We Lead Matter, is due from McGraw-Hill in the fall of 2008.

Tim Pawlenty, Governor of Minnesota, approaches innovation both from a public service standpoint and from the standpoint of a champion of industries whose home state ranks first in Fortune 500 companies per capita. In 2006, Pawlenty served as the Co-chair of the Innovation America Initiative of the National Governors’ Association, a year-long effort to strengthen the country’s competitiveness and build the innovation capacity of the American economy by improving American firms’ capacity to innovate. The Initiative’s task force of governors, CEOs, and university presidents collected and shared best practice information to ensure that each state was equipped to excel in innovation.

Program

Welcome
Alison Davis-Blake
Dean and Investors in Leadership
Distinguished Chair in Organizational Behavior
Carlson School of Management

Opening Remarks
Professor Rajesh K. Chandy
Co-Director of the Institute for Research in Marketing
Carlson School of Management

Carlos M. Gutierrez
U.S. Secretary of Commerce

Panel Discussion
George Buckley
Chairman of the Board, President, and Chief Executive Officer, 3M

William Hawkins
President and Chief Executive Officer, Medtronic

Marilyn Carlson Nelson
Chairman of the Board, Carlson

Tim Pawlenty
Governor of Minnesota

Q & A

Following the Q & A session, please join us for a reception in the Carlson School atrium.

Institute for Research in Marketing

The Institute for Research in Marketing at the Carlson School of Management fosters innovative, rigorous research that improves the science and practice of marketing. It leverages the expertise of the Carlson School’s world class marketing faculty and an advisory board of top business leaders to generate new insights about companies, consumers, and communities. Through initiatives that include academic-practitioner research partnerships, forums featuring global thought leaders, and the creation of the latest research on today’s pressing topics, the Institute provides a forum for dialogue among marketing scholars, industry practitioners, policymakers, and students.

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William Hawkins
Chairman of the Board, President, and Chief Executive Officer, 3M

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