

Innovation through Co-development: Engaging Partners Workshop and Networking Event

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Innovation through Co-development: Engaging Partners Workshop and Networking Event

Keynote Biographies



Mr. Gene Kranz

As the leader of the “Tiger Team” of flight directors who brought the Apollo 13 spaceship safely back to Earth on April 17, 1970, Gene Kranz demonstrated extraordinary courage and heroism. The hit film, *Apollo 13*, chronicles Kranz’s struggle to devise the plan that would safely bring the ship and its crew of three astronauts home after its oxygen system failed. Actor Ed Harris portrays Kranz in the film, which was directed by Ron Howard.

Kranz retired from NASA in 1994 after 37 years of federal service, and is currently a consultant and speaker. “Failure is not an option,” the motto that carried him through the Apollo 13 crisis, is a major theme of his motivational message.

After receiving his B.S. degree in aeronautical engineering from Parks College of St. Louis University in 1954, Kranz was commissioned in the U.S. Air Force, and flew high performance jet fighter aircraft, including the F-80, F-86, and F-100. In 1958, he worked as a flight-test engineer for McDonnell Aircraft, developing the Quail Decoy Missile for B-52 and B-47 aircraft. Kranz joined the NASA Space Task Group at Langley, Virginia, in 1960, and was assigned the position of assistant flight director for Project Mercury. He assumed flight director duties for all Project Gemini Missions, and was branch chief for Flight Control Operations. He was selected as division chief for Flight Control in 1968, and continued his duties as a flight director for the Apollo 11 Lunar Landing before taking over the leadership of the Apollo 13 “Tiger Team.” He was discharged from the Air Force Reserve as a Captain in 1972.

He contributed his expertise to a number of other NASA missions during his career, including the Skylab Program. After the Skylab Program concluded, he was named deputy director of Flight Operations for NASA, which gave him the responsibility for space flight planning, training and mission operations, aircraft operations, and flight crew operations. In 1983, he was assigned the post of director of Mission Operations, and given the responsibility for all aspects of mission design, development, maintenance, and operations of all related mission facilities, as well as the preparation of the Space Shuttle flight software.

Kranz has received many awards and honors, including the Presidential Medal of Freedom, which he received from President Nixon for the Apollo 13 mission, and his designation as a Distinguished Member of the Senior Executive Service by President Reagan.

After retirement Kranz served as a flight engineer on a B-17 “Flying Fortress”, constructed an aerobatic bi-plane and in April 2000 published a memoir about his experiences in the space program, *Failure is Not an Option: Mission Control from Mercury to Apollo 13 and Beyond*. His book, a New York Times Bestseller, has been selected by the History Channel as the basis for a documentary on Mission Control. He and his wife are the parents of six children, and reside in Texas.

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Keynote Biographies



Dr. Ellen Ochoa
NASA Johnson Space Center Director

Ellen Ochoa, a veteran astronaut, is the 11th director of the Johnson Space Center. Prior to being named director in 2012, she served the center as deputy director for five years.

Ochoa is JSC's first Hispanic director, and its second female director. Dr. Carolyn L. Huntoon served as JSC director from 1994-95.

Ochoa, who considers La Mesa, Calif., to be her hometown, became the first Hispanic woman to go to space when she served on a nine-day mission aboard the space shuttle Discovery in 1993. She has flown in space four times, logging nearly 1,000 hours in orbit. Prior to her astronaut career, she was a research engineer and inventor, with three patents for optical systems. She is honored to have three schools named for her, the Ellen Ochoa Middle School in Pasco, Wash., the Ellen Ochoa Learning Center in Cudahy, Calif., and the Ellen Ochoa STEM Academy at Ben Milam Elementary in Grand Prairie, Texas.

Ochoa earned a bachelor's degree in physics from San Diego State University and a master's degree and doctorate in electrical engineering from Stanford University in Palo Alto, Calif.

As a doctoral student at Stanford, and later as a researcher at Sandia National Laboratories and NASA Ames Research Center in California, Ochoa investigated optical systems for performing information processing. She is a co-inventor on three patents for an optical inspection system, an optical object recognition method, and a method for noise removal in images.

At Ames, she managed the Intelligent Systems Technology Branch before being selected as an astronaut in 1990. She flew on shuttle missions STS-56 in 1993, STS-66 in 1994, STS-96 in 1999, and STS-110 in 2002, logging a total of 978 hours in space.

She became deputy director of flight crew operations at Johnson in December 2002 and director of flight crew operations in September 2006.

Ochoa has been recognized with NASA's Distinguished Service Medal, Exceptional Service Medal, Outstanding Leadership Medal, and four Space Flight Medals. She also is a recipient of numerous awards, including the Harvard Foundation Science Award, Women in Aerospace Outstanding Achievement Award, The Hispanic Engineer Albert Baez Award for Outstanding Technical Contribution to Humanity, the Hispanic Heritage Leadership Award, and San Diego State University Alumna of the Year.

She is married to Coe Fulmar Miles of Molalla, Ore. They have two children.

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Dr. Scott Parazynski

Astronaut - Everest Climber - Physician - Innovator - Public Speaker

www.parazynski.com

Dr. Scott Parazynski has lived and traveled all over the world, spending many of his grade school and high school years in places such as Dakar, Senegal; Beirut, Lebanon; Tehran, Iran; and Athens, Greece. A graduate of Stanford University and Stanford Medical School, he went on to train at Harvard and in Denver in preparation for a career in emergency medicine and trauma. Dr. Parazynski has numerous publications in the field of space

physiology with particular expertise in human adaptation to stressful environments.

In 1992 he was selected to join NASA's Astronaut Corps and eventually flew 5 Space Shuttle Missions and conducted 7 spacewalks (EVAs). In his 17 years as an Astronaut, he served in numerous senior leadership roles, including EVA Branch Chief and the Lead Astronaut for Space Shuttle Thermal Protection System Inspection & Repair (in the aftermath of the Space Shuttle Columbia tragedy). Mission highlights include a global ozone mapping mission on STS-66; leading the first joint US-Russian spacewalk during STS-86 while docked to the Russian space station Mir; serving as Senator John Glenn's crewmate and "personal physician" during STS-95; and conducting EVA assembly of the Canadian-built space station arm during STS-100.

In October 2007, Dr. Parazynski led the EVA team on STS-120, a highly complex space station assembly flight, during which he performed 4 EVAs. The fourth and final EVA is regarded by many as one of the most challenging and dangerous ever performed. During the EVA he was positioned by a 90-foot robotic boom farther than any orbiting astronaut had ever ventured from the safety of their airlock. During this EVA he had to repair a fully energized solar array wing. The tremendous coordinated effort in orbit and on the ground by Mission Control and other engineering experts has been likened to the Space Shuttle and Space Station era's "Apollo 13 moment."

All told, Dr. Parazynski has spent over 8 weeks in space with more than 47 hours outside on spacewalks. While he has traveled over 23 million miles in orbit he has yet to earn a single frequent flyer mile!

He currently serves as Director and Chief Medical Officer of UTMB's Center for Polar Medical Operations in Galveston. He oversees the medical screening and on-ice care of the National Science Foundation's US Antarctic Program, and has been fortunate to travel widely across the most remote continent on earth. He serves on the Boards of Directors of several organizations and companies, as well as on the visiting or adjunct faculty at several universities around the world.

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Keynote Biographies



Dr. Robert C. Robbins

Texas Medical Center President and Chief Executive Officer

Robert C. Robbins became President and Chief Executive Officer of Texas Medical Center on November 5, 2012. Prior to that, he was professor and chairman of the Department of Cardiothoracic Surgery at Stanford University School of Medicine, where he served as a member of the faculty since 1993. He served as director of the Stanford Cardiovascular Institute, of the Heart- Lung and Lung Transplantation Programs, and of the Cardiothoracic Transplantation Laboratory.

Dr. Robbins is an internationally recognized cardiac surgeon who has focused his clinical efforts on acquired cardiac diseases with a special expertise in the surgical treatment of congestive heart failure. His research work includes the investigation of stem cells for cardiac regeneration, cardiac transplant allograft vasculopathy, bioengineered blood vessels, and automated vascular anastomotic devices.

He served as the guest editor of the Circulation Surgical Supplement from 2002 to 2005, president of the International Society of Heart and Lung Transplantation in 2006, president of the Bay Area Society of Thoracic Surgeons in 2006, chair of the American Heart Association Cardiovascular Surgery and Anesthesia Council from 2007 to 2009, councilor-at-large for the Western Thoracic Surgical Association from 2007 to 2009, and on the President's Cabinet at California Polytechnic State University from 2006 to 2012. In California, he served on the Board of Directors for two publically traded companies, Cohesion Technologies from 2000 to 2003 and Cardica, Inc. from 2000 to 2009, and as a director for several other privately held Bay Area biotechnology companies. In 2009, he was elected to the American Heart Association Western States Affiliate Board of Directors and currently serves as president of the organization. He was elected to the Board of Trustees of Millsaps College in Mississippi in 2010.

Dr. Robbins has lectured widely and published more than 292 peer reviewed articles. He earned his bachelor's degree in chemistry from Millsaps College in 1979 and a medical degree from the University of Mississippi in 1983. He completed his general surgical training at the University of Mississippi in 1989 and his cardiothoracic training at Stanford University in 1992. Dr. Robbins completed post-doctoral research at Columbia University and the National Institutes of Health, and congenital heart surgical fellowships at Emory University and Royal Children's Hospital.

An ex-officio of the Houston Livestock Show & Rodeo, Dr. Robbins currently sits on the Advisory Board of the Ronald McDonald House in Houston and on the Board of Directors for Texas Medical Center, the Greater Houston Partnership, the Greater Houston Convention and Visitors Bureau, the Houston Academy of Medicine Texas Medical Center Library, the Houston Technology Center, and the Friends of Houston Academy of Medicine Texas Medical Center Library.

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Mr. Dwayne Spradlin

Health Data Consortium Chief Executive Officer

Dwayne Spradlin is the Chief Executive Officer of Health Data Consortium, a nonprofit public-private partnership dedicated to advancing the use of health data in order to improve health, health care, affordability, and accessibility.

Previously, Mr. Spradlin was President and Chief Executive Officer at InnoCentive, Inc., the crowdsourcing pioneer connecting corporations, government, and foundations to a global network of innovators over the internet. Other prior positions include President of Hoovers, Inc., a leader in online business information and analysis; President of StarCite, enterprise management and online marketplace solutions for corporate travel and events; Senior Vice President of Corporate Development at VerticalNet, the trailblazer in online industrial markets; and Director in the Emerging Technologies Practice of the Management Consulting Services unit of PricewaterhouseCoopers LLP (now IBM Global Services) where he led cutting-edge strategy and innovation work with fortune 500 companies.

In 2011, Mr. Spradlin coauthored *The Open Innovation Marketplace: Creating Value in the Challenge Driven Enterprise*, published by FT Press. His recent article, *Are You Solving the Right Problem?*, was published in the September 2012 issue of *Harvard Business Review*. He has developed a strong interest in the evolving role of technology and change on leadership, society, organizational design, and business models and has worked with a number of organizations on related topics.

Mr. Spradlin has spoken at numerous conferences all over the world and has been featured on CNBC, ABC, NPR, and BBC; and quoted in *The Economist*, *BusinessWeek*, *The New York Times*, and many other journals and periodicals.

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Jerry Baker

Mr. Baker is currently Chairman, President and CEO of HIT Application Solutions. He has twenty-five years of leadership experience in healthcare software and services, including three Fortune 100 companies and a succession of angel and venture-backed firms. During the past fifteen years he has established a successful track record in positioning early stage companies for accelerated growth resulting in exceptional operational and economic performance. As a CEO, Baker has successfully raised over \$10M in angel and venture funding for the companies he has represented, achieved Inc. 500, Deloitte and Touche Fast 500, MidAtlantic Venture Summit Top 100 and other recognition while navigating successful acquisitions on both the “buy” and “sell” side. He has participated on the Boards of Directors of seven companies and has served as an advisor for Panasonic Corporation and Medivo Inc. Prior to his private sector career, Baker achieved the rank of captain in the United States Marine Corps, serving as an artillery Guns Platoon Commander as well as Aerial Observer in the OV-10 Bronco aircraft, with 5 years active duty and 5 years reserves in the service.

Genie Bopp

Genie Bopp is the Vice President of Human Spaceflight for Wyle Science, Technology and Engineering at the NASA Johnson Space Center. She began work at JSC in 1987 with Krug Life Sciences (now Wyle Science Technology and Engineering) in the Space Station Science Office, and has worked in management positions since 1994 in multiple areas including: the Flight Experiments Mission Manager for biomedical experiments on Shuttle, Medical Sciences Flight Projects, Extended Duration Orbiter refit of the Space Shuttles Project, Space Medicine Department including Mission Support, Crew and Flight Control Training, Systems and Logistics, Behavioral Health and Performance, Astronaut Health and Physical Training, Epidemiology, Advanced Technology Development, Russian and Contingency medical services, and International Mission Support.

Ms. Bopp is a graduate of the University of Cincinnati, the University of Houston Executive Development Program, and is a certified Kepner Tregoe Project Management Instructor. She has held several positions in Aerospace Medicine community including the Treasurer and President of the Space Medicine Association, the Chair of the Aerospace Medicine Associate Fellows, and the co-chair of the AsMA history committee. In 2011, she was elected Fellow of the Aerospace Medicine Association. She currently serves on the AsMA Council, the Board of the AsMA foundation and the Scientific Program Committee.

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Rachael Copeland

Rachael Copeland is a contract specialist for the center operations procurement team at NASA Johnson Space Center. She graduated in May of 2014 from the Georgia Institute of Technology with a degree in Business Administration. Rachael is representing the Emerge Employee Resource Group, which was created to leverage the unique perspectives of the Next Generation to foster collaboration and engagement. She is a diehard Yellow Jacket, a burgeoning cook, and the proud new owner of a kitten adopted from her local animal shelter.

Jared Daum

Jared is an aerospace engineer in the Flight Mechanics and Trajectory Design Branch at NASA Johnson Space Center (JSC). He provides analysis and design of Orion Guidance Navigation and Control algorithms, including vehicle touchdown detection, as well as analysis and testing of Capsule Parachute Assembly System (CPAS) hardware. Following his stint as a cooperative education student at JSC, Jared has been a full time employee for three years and has helped build resources and programs aimed at developing the next generation of JSC leaders. Outside of the gate, he is involved in with many organized sports leagues and is an event and portrait photographer. Jared is originally from Decatur, Illinois and graduated from the University of Illinois, Urbana-Champaign, with a B.S. in Aerospace Engineering and a minor in Music.

Simon Evetts

Simon N. Evetts started his working life as a British Army officer serving in peacetime and operational circumstances in the UK and abroad. His service centred upon his role as an infantry commander in the fields of logistics and airborne forces. On leaving the services and obtaining a Bachelors degree in Sport Studies, a Post-graduate certificate in teaching and Masters and Doctorate degrees in applied human physiology related fields, Simon was employed at sports medicine institutes, research laboratories and universities in the U.K., U.S. and Middle East.

Dr. Evetts is now employed by Wyle GmbH, a European subsidiary of Wyle, NASA's primary life science and medical operations service provider, and until recently led the European Space Agency's Medical Projects & Technology Team at the Space Medicine Office of the European Astronaut Centre, Cologne, Germany. Since moving on from this post, he now manages the development of international collaboration for Wyle GmbH, with an emphasis on the UK and human spaceflight related activities.

Simon is a Visiting Senior Lecturer at King's College, London, a Visiting Professor at Northumbria University, Co-founder of the UK Space Biomedicine Association, represents the field of Space Biomedicine in the UK Space Agency's Space Environments Sub-committee and currently coordinates the development of the UK Space Life and Biomedical Sciences Association.

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Adam "Jay" Harrison

Adam "Jay" Harrison is a Defense and Intelligence Community professional specializing in rapid product and process innovation. During his 10-year career as a military and civilian employee of the Department of Defense (1997-2006), his programs achieved the distinction of being awarded an unprecedented three consecutive Army Greatest Invention awards (2004 – 2006) for their contributions to technology innovation in the public sector.

In 2006, Jay founded Mav6, LLC, an aerospace and defense technology company established to serve as a focal point for harvesting commercial technology innovations in support of emerging defense and intelligence capability shortfalls. As Managing Director and Chief Technology Officer, he led Mav6 to generate over \$120 million in annual revenues in less than five years and in the process earn three consecutive Inc. 500 recognitions (2010-2012) as one of the fastest growing privately held companies in the US. In 2011, Popular Science Magazine identified his initiative, the M1400 airship, as one of the 100 Best Innovations of the Year, and he received recognition as the 2012 Ernst and Young Entrepreneur of the Year for the Gulf Coast region.

In March 2014, Jay was named by President Gordon Gee of the West Virginia University as the inaugural director of the Center for Smart Defense, a non-profit research collaborative that aligns R&D in academia and industry with unmet needs in the national security and public safety communities. He holds a BA in Philosophy from the University of Memphis, MS degrees from the University of Florida in Nuclear Engineering and Aerospace Engineering, and an MA in National Security and Strategic Studies from the Naval War College. He is a graduate of the National Intelligence University and has attended the Wharton School at the University of Pennsylvania.

Bill Kernick

William "Bill" Kernick is the Chief Technology Officer for GE Ventures where he is focused on externalizing GE's intellectual property in markets adjacent to GE's current business units. Bill has built new business models and partnerships with GE technology across diverse spaces like electronic cooling, clinical healthcare research, cloud data storage, and diesel emission control. Most recently, Bill and the GE Ventures-Licensing team have been charged with opening GE's patent and technology portfolio to the start-up community to help accelerate getting GE technology into the marketplace.

Prior to this role, Bill was general manager of GE Corporate Licensing Technology Ventures business, a position he held since July 2007. Bill joined GE in 1998 and has held various leadership roles in technology at GE Global Research and the former GE Plastics business. Bill has a BS from Carnegie Mellon University and a PhD from the University of Delaware, both in Chemical Engineering.

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Mark Pickett

Mark Pickett is Senior Business Development Manager at Lockheed Martin Information Systems and Global Solutions. He has worked with NASA and the space life sciences for over 25 years – first as a NASA Graduate Student Researcher at the University of Houston and then as a support scientist on multiple NASA Principal Investigators teams at Baylor College of Medicine. Moving to Lockheed Martin in 1995, Mark served in various leadership roles including lead for the International Space Station Medical Project (ISSMP), a large multifunction, highly integrated matrix team responsible for planning and executing all flight research for the NASA Human Research Program.

As a certified Program Manager and Capture Manager at Lockheed Martin, Mark now applies those skills in key business development roles. Working in the Exploration and Mission Support program area, he supports mission-focused programs across NASA, National Science Foundation, National Institutes of Health and other civil government agencies. He is very interested in applying new collaboration and innovation strategies to help NASA accelerate closure of science and technology gaps needed to advance human spaceflight.

Elizabeth Richard

Elizabeth Richard is senior strategist with Wyle's Science, Technology and Engineering Group, where she serves as strategic advisor to NASA and Wyle, and provides strategic management consultant expertise for Wyle business clients. She formulates and executes strategic plans and leads partnership development for the NASA Human Health and Performance Center, specializing in collaborative engagement, open innovation, organizational change management, strategic communications, and program management.

Elizabeth was previously responsible for strategic initiatives at the Temple University Ambler campus, the University of Texas Medical Branch, and Amoco's Worldwide Exploration Group under contract with OGCI Management, Inc. Her experience in human spaceflight includes development of environmental health and life support systems for the International Space Station at both the Johnson Space Center and the Marshall Space Flight Center. She received her B.S. degree in Microbiology from the Pennsylvania State University and her M.B.A. from the University of Houston.

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Ty Rollin

Recently named to the TodaysWirelessWorld.com list of Top 100 Wireless Technology Experts for 2014—The Wireless Wavemakers™, Ty Rollin oversees the company's core technology and development efforts, including driving strategic insight for client solutions. He spearheads Mobiquity Labs, an applied technology lab environment that explores the feasibility of emerging technologies. Ty joined Mobiquity from KMDM, where he oversaw the design and implementation of iPhone-, iPad-, Android- and BlackBerry-based solutions for Fortune 100 media companies. Rollin specializes in leading people, programs and teams; orchestrating complex development projects; and overseeing technology programs.

He has held various executive positions, including CTO of Mindgauge; CTO and co-founder of 211Me; founder and president of React Software; and CTO of xCellaSave. Rollin has a masters in electrical engineering from Worcester Polytechnic Institute and a Bachelor of Science in Computer Engineering from Villanova.

Walter Ulrich

Walter Ulrich is president and CEO of Houston Technology Center, named by Forbes as one of Ten Technology Innovators Changing the World and subsequently one of Twelve Business Incubators Changing the World. Walter and the HTC focus primarily on emerging 21st century energy technologies, bio/life sciences, IT, nanotechnology and NASA related aerospace technologies.

Appointed by Governor Rick Perry, Walter Ulrich served as one of 17 founding members of the Texas Emerging Technology Fund Committee with responsibility for fostering the commercialization of innovative emerging technology within the State of Texas. He serves as Chairman of the Gulf Coast Center for Innovation and Commercialization and recently hosted the CPRIT leadership team for a forum at the Houston Technology Center. Prior to joining Houston Technology Center in 2007, he chaired their Strategic Planning Committee and served on its Advisory Board. He works closely with regional academic institutions and supports many community organizations, and chairs the annual Gulf Coast Innovation Conference & Showcase.

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Partner Biographies

Because our workshop is focused on the value of partnering to achieving strategic goals, we'd also like to recognize the following partners of panelist Jerry Baker

Reece Ewton

Reece Ewton is the Director of Project and Account Management for HIT Application Solutions, LLC. He has been working in healthcare IT for over 15 years and has specialized in building client relationships, solving healthcare clients' business needs, developing best practices, expanding user growth and managing complex data integrations. Reece leads account managers, implementation specialists and product developers to oversee the full life cycle project execution of HIT's acclaimed Notifi® solution, an industry leading Critical Test Result Management (CTRM) system. Reece's primary focus is ensuring client satisfaction, timely implementation, and project success for HIT's growing client base.

Tommy Prince

Tommy Prince is the Manager of Physician Support Services for HCA Continental Division's Denver Market (HealthONE), leading a team of hospital physician supporters that enhance the physician experience via training and IT solutions. Tommy was a former Army officer for 6 years and has been with HCA since April of 2013. He holds a business degree and serves as an effective communicator with executive hospital leadership, a leader for his physician support team, and an advocate for the Denver physician community.

Joe Verderaime

Joe Verderaime is Director of Application Services for HCA's Continental Division providing IT support for ancillary software applications, clinical imaging systems, and software development. He has spent over 20 years in healthcare. Early on he worked as a clinician caring for patients in both inpatient and outpatient settings which ignited a passion to identify new and more effective ways to provide health care safely and effectively. After studying business he transitioned from clinical care to administration. Over the years he has developed a wide range of start-up healthcare ventures from physician joint venture clinics to a medical informatics company.