

# What is the College of Engineering's Brand?

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# ENG

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For ECC  
March 30, 2012



## What is a Brand?

- To make an **Indelible Impression** on someone.
- The word brand has continued to evolve to encompass identity—it affects the personality of a product, company or service. **It is defined by a Perception, Good or Bad**, that your customers or prospects have about you.
- It must be **Unique and Relevant** to the **Audiences/Customers** you want.

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## Brand Positioning

- The College of Engineering, working in close partnership with the **world-class resources of Cornell University**, pioneered and continues to advance a new paradigm—in which faculty, students and **graduates apply the process of engineering** to actively harness the perspectives and expertise of multiple disciplines.
  - Identify solutions where others see barriers
  - To produce clarity from complexity
  - To create world shaping innovations and drive relevant discovery.
  - To prepare a new generation of leaders to think across disciplines in a rapidly changing world.

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## Proof Point Example: Kiva Systems *Cornell creates great leaders and companies*

- **Kiva Systems**, a company co-founded by **Professor Raffaello D'Andrea** in 2003 while on sabbatical, was just purchased by Amazon for \$775 million.
- "This is a great validation of the innovation model that we have been encouraging for years: engage in research that pushes the boundary of autonomous systems capabilities, without worrying about whether it has a direct or immediate application. The robotic aspects of Kiva Systems had their genesis in robot soccer: Most of our key, initial technical hires were former Cornell RoboCup team members, with expertise in dynamics and control, mechanical engineering, electrical engineering, and computer science. In addition, one of our earliest hires was a collaborator on the interactive art installation "Table", currently part of the National Gallery of Canada's permanent collection. Who would have thought that autonomous, soccer-playing robots, or that a robotic artwork, would enable a business like Kiva Systems?" Professor D'Andrea

### Cornell RoboCup Contributors to Kiva

- **Andrew Hoffman**, besides the 3 founders, first employee. Cornell RoboCup team 99, EE student. B.S., M.Eng. Software Architect.
- **Patrick Dingle**, RoboCup 2003 team. Mechanical Engineering, involved in every robot design at Kiva. Founder of the First robotics team at Cornell. New Products Program Manager at Kiva Systems.
- **Eryk Nice**, RoboCup 2002. B.S., M.S. Cornell. Director of Client Performance and Configuration at Kiva Systems. Eryk leads a team of engineers that are predominantly Cornell alums.
- **Oliver Purwin**, RoboCup 2001, 2003, and 2005. M.S., Ph.D. at Cornell. Systems Engineer, in charge of the robot algorithms.
- **Joshua Chaitin-Pollak**. RoboCup 2000 team. Computer Science M.Eng. Was a software Architect at Kiva Systems, recently left for a senior position at a start-up company.

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## RoboCup Video

- Seeing the connection to our Brand  
<http://spectrum.ieee.org/automaton/robotics/industrial-robots/amazon-acquires-kiva-systems-for-775-million>
- Video:  
<http://youtu.be/GLS1wECxtt8> (RoboCup)  
<http://youtu.be/qvQKGev56qU> (Kiva)

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## College of Engineering Brand Attributes\*

- Creative
- Collaborative
- Interdisciplinary
- Groundbreaking
- Energized
- Diverse
- Experiential
- Forward Thinking
- Curious
- Confident
- Entrepreneurial

*\* Based on research*

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## How do we take advantage of the new CornellNYC Tech Campus to improve the COE brand?

### Ideas:

- Pitch our stories to the NYC press about the Ithaca campus
- Match each story about NYC with an Ithaca-based idea.
- Advertise in the NYC area while the campus is being built and promoted. Dual promotion.
- Promote research to NYC press that is going on in Ithaca and affects the CornellNYC Tech Campus.