

Cornell Engineering

Corporate and Foundation Relations

Industry Engagement 2.0

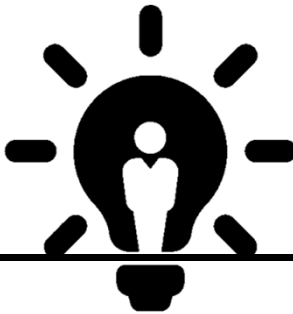
James Hale

Director, Corporate and Foundation Relations
Engineering College Council, October 2019 Meeting



Introduction

1996



S&P Global



UNIVERSITY
OF
CALIFORNIA

1989

2013

Entrepreneur

Agenda



Corporate Engagement State of the Union

Vision and Strategy, Industry Engagement 2.0

ECC Task Force Merge

Q&A

Engineering Industry Engagement



Talent Pipeline



Philanthropy



Research

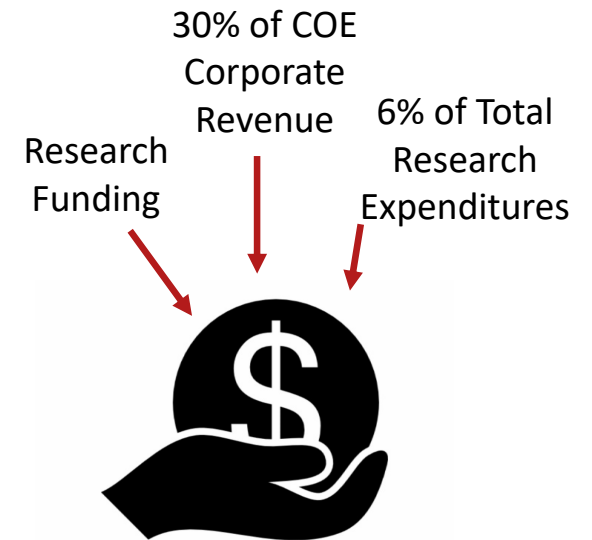
Engineering Industry Engagement



Talent Pipeline



Philanthropy



Research

Overview



Transform from Reactive to Strategic

Build & Grow vs. Ride and Hide

Talent Pipeline

Philanthropic Support

Sponsored Research

FY18 – FY19 Data



FY19 – FY20 Goal



FY22 – FY24 Goal



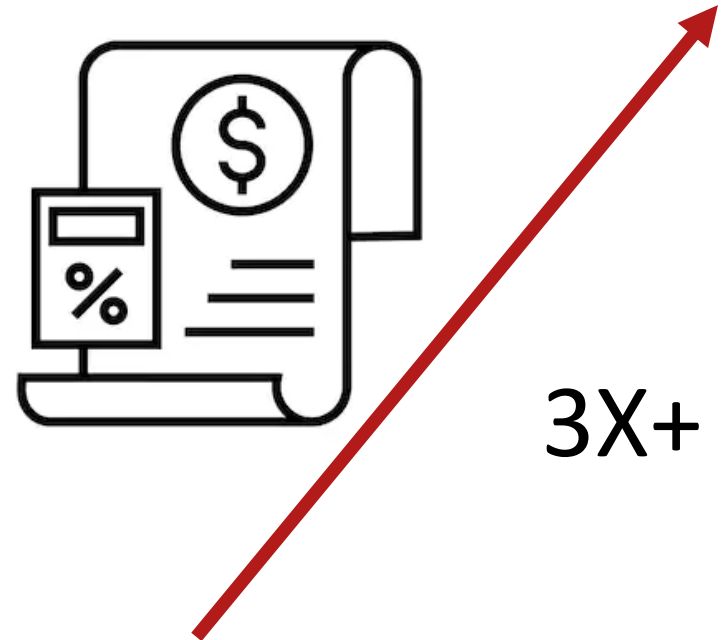
Current Status



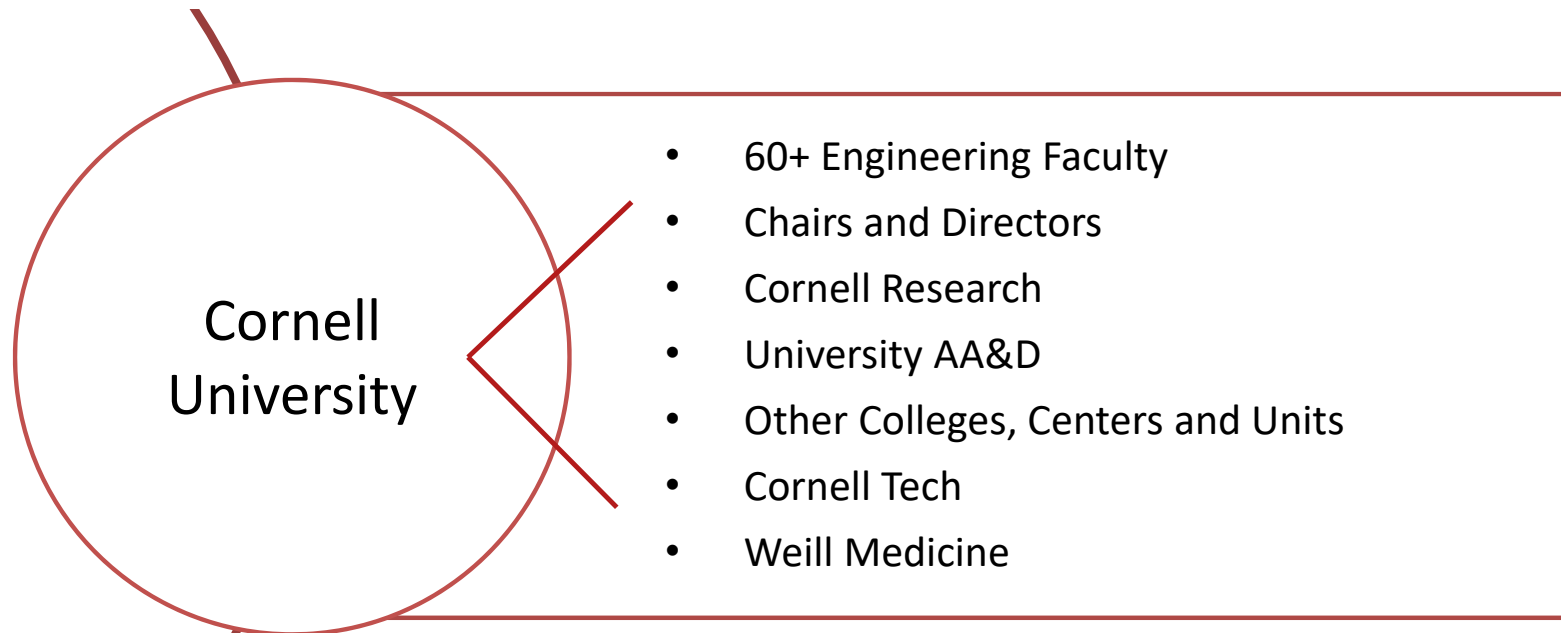
Vishal Patel,
Assistant Director



Mix Moriaux,
Program Assistant



Internal Engagement to Date

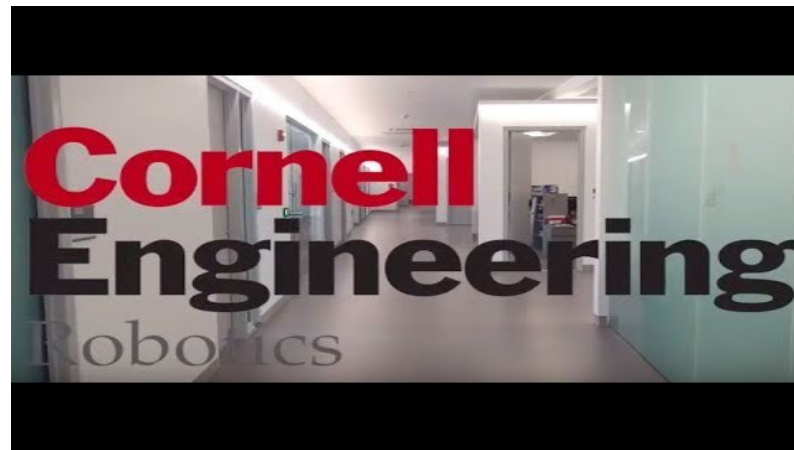


This is bigger than engineering

Faculty Highlights

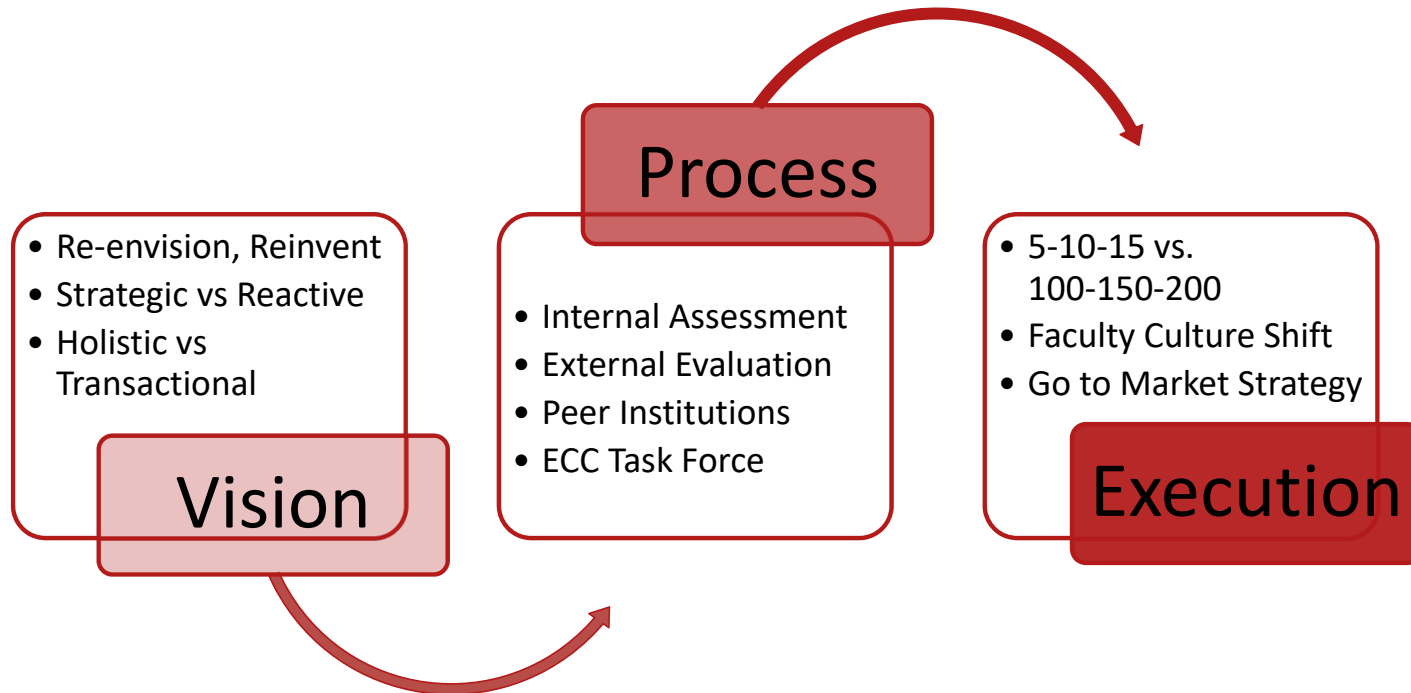
- Profs. Debdeep Jena (DJ) and Grace Xing
 - Joint appointments in ECE and MSE
 - Filing a patent a month
 - Intel, LUMILEDS, Texas Instruments
 - Under 3 years to build lab and recruit 24 PhD's!
- Robotics
 - Gaining traction and engagement with industry: Google, Toyota Materials Handling, NVIDIA
 - First corporate event: Robotics Industry Day, November 8

Breaking the Rules



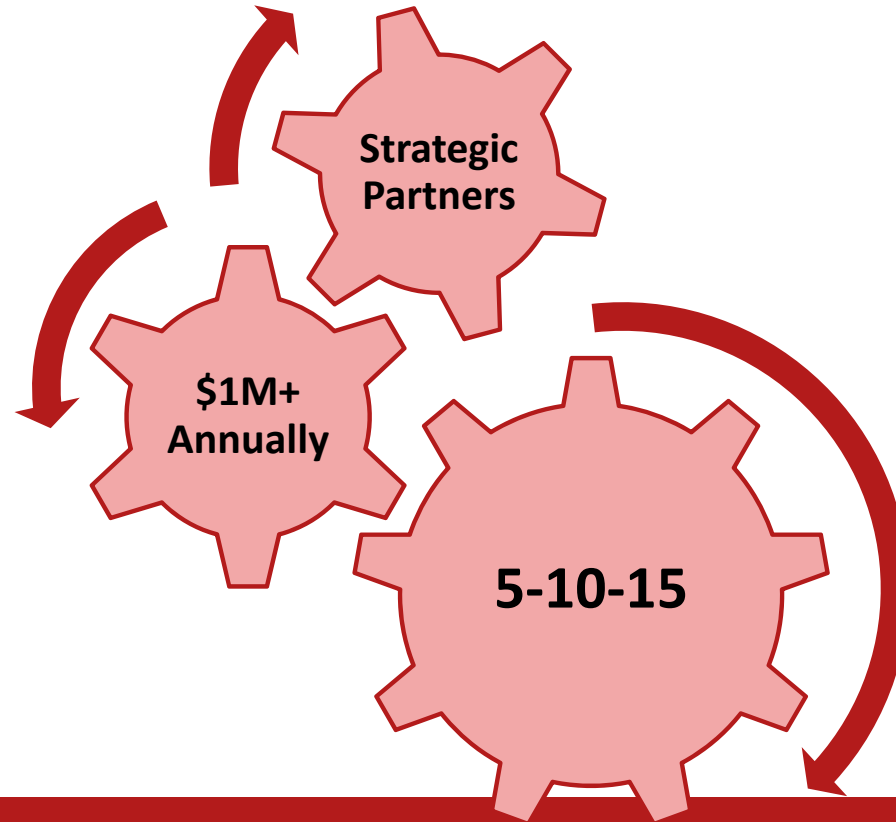
Robotics in a messy world

Strategic Planning Process

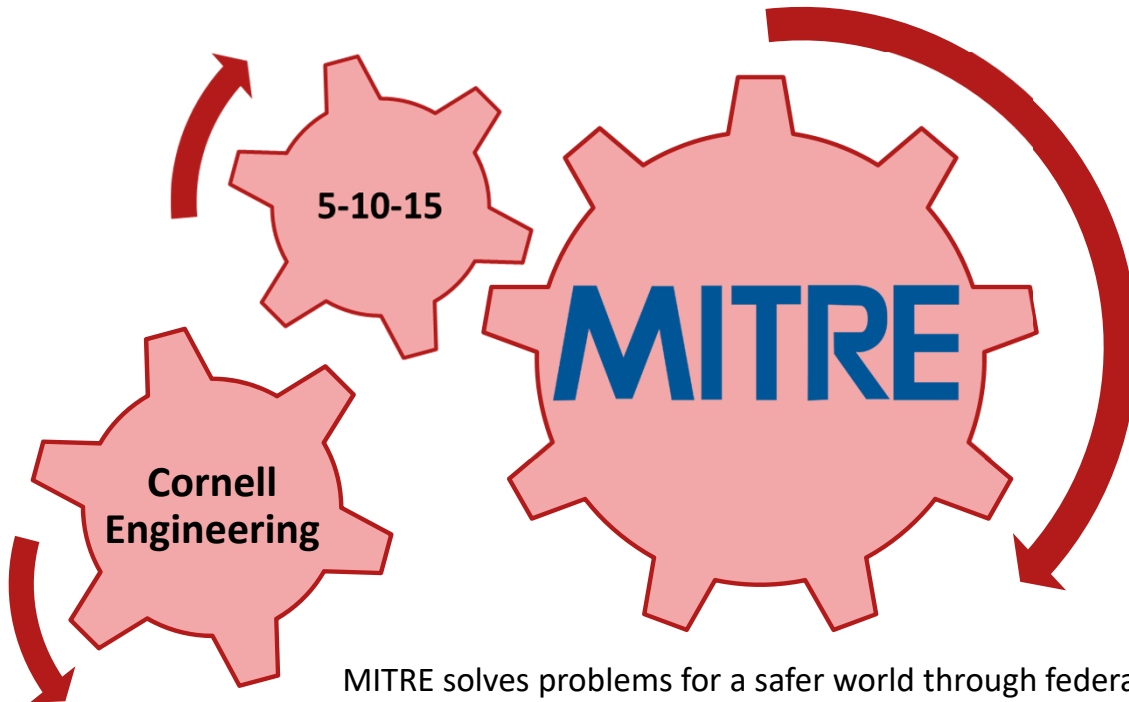


Why I'm here and what we're going to do

Focus on Short List



Strategic Partners

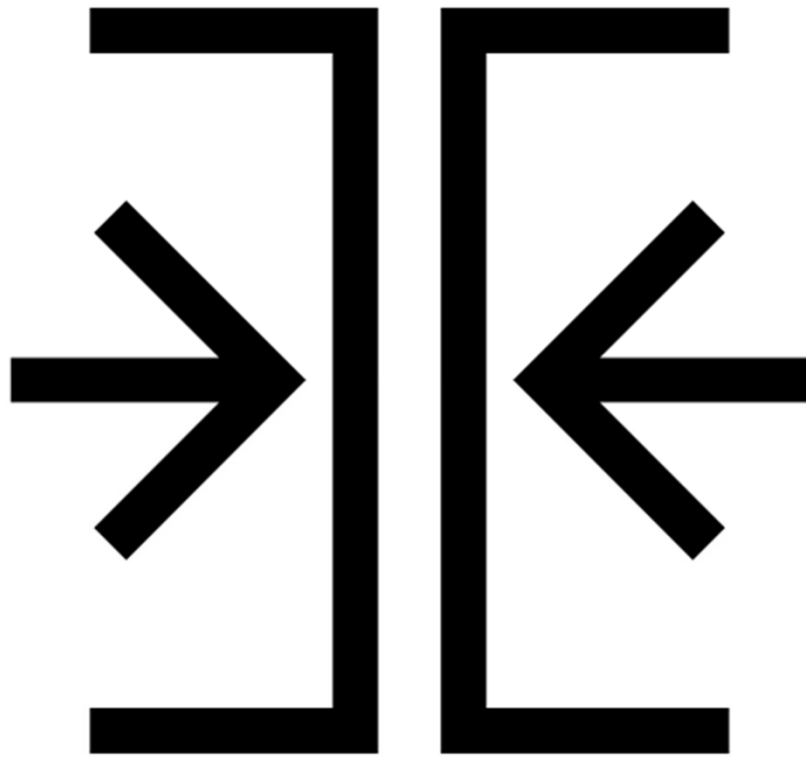


Long-term partnership and strategy:

- Vision Partner
- Multi-faceted engagement
- Multi-year roadmap

MITRE solves problems for a safer world through federally funded R&D centers and public-private partnerships. MITRE tackles problems that span the defense and intelligence, aviation, civil systems, homeland security, judiciary, healthcare, and cybersecurity spheres.

ECC and Corporate Relations



Industry Alliance Task Force

ECC and Industry Engagement

**BREAKING
THE RULES to
ENGINEER a
BETTER WORLD**

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Questions?

Thank You

James Hale

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