

The Professional Development Institute

Life Sciences, Management Consulting & Advanced Skills Training
R&D, Architects of Harvard University Global System & Management Road Maps
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J. André Potworowski, PhD, MBA

Managing Partner
Science & Technology

Dr. Potworowski, Managing Partner Science and Technology at PDI, and Associate Director, R&D, Centre for Research in Biopharmaceuticals and Biotechnology at the University of Ottawa. He is an authority on the management of technology, innovation and knowledge capital to meet the strategic objectives of clients. He advises on business intelligence, R&D strategy and priority-setting, technology transfer, marketing, innovation, and evaluation of technology solutions and R&D programs. He was Vice-President of a software development firm. Current projects include IT business development, joint ventures, and technical training in North America and Europe. In the course of various assignments, he surveyed, interviewed, and held focus groups with over 2,000 technology companies and government institutions. A former science writer for the CBC and other media, he has written numerous articles and reports on technology and R&D strategy. Recent clients include ASTRA Pharmaceuticals, Nortel, Newbridge, Eurocom Corporation, the National Water Research Institute, and the Canadian Food Inspection Agency.

EDUCATION

- M.B.A. Harvard Business School (1981)
- Ph.D. (Physical Chemistry and Computer Science), U. of Toronto (1974)
- B.Sc. (Honours Chemistry, Magna Cum Laude), Loyola College, Montreal (1968)

EXPERIENCE

- Managing Partner Science & Technology, PDI, 1999 - present
- Teaching at the Faculty of Administration, University of Ottawa, 1998 – present - Executive MBA and regular MBA programs (technology R&D and consulting)
- Vice-President, Management of Technology, RES International Inc. (1994-96)
- Management Consultant (Principal), Hickling Corporation, (1990-94)
- Consultant to International Development Research Centre (IDRC), (1988-90)
- Director and Research Associate, Management of Technology Institute, MacMaster University (1987-88)
- Government of Canada:
Prime Minister's National Advisory Board on Science and Technology (1987); Ministry of State for Science and Technology (1984-87); Dept. of Energy, Mines and Resources, (1977-84); Science Council of Canada (1975-77)
- Science Writer for Canadian Broadcasting Corporation (CBC) and the Montreal Gazette (1968-75)

PROJECTS AND ASSIGNMENTS

- Aventis-Pasteur: Developing strategies for global R&D laboratories
- Health Canada: Review of health risk management cases & developing skills development program on risk assessment
- Office of Knowledge Management - Therapeutic Drug Directorate: Evaluation of knowledge management process
- Environment Canada: Carried out a five-year review of integrated World-Bank projects in watershed management
- Research strategy and product focus definition for major Web-based company
- Business strategy for a software developer with new web-based product
- Created joint ventures in Europe with a Canadian eCommerce firm
- Product development and research strategy for Hi-tech Canadian Medical Devices company
- Worked with major PC lap-top manufacturer to develop client service programs and focus sales efforts
- Institute for Research in Construction: R&D planning
- Biotechnology Research Institute: Strategic planning facilitation
- National Water Research Institute: Technology transfer and commercialization strategies
- National Hydrological Research Institute: Modeling, partnering and collaborative research strategy
- Environment Canada: Led workshops to develop national R&D strategy for acid rain research for next decade, pesticide policy, and science capacity
- Helped develop joint interdepartmental strategy for water-based certified reference materials
- National Laboratory on Environmental Testing: Business plan development
- National Research Council: Facilitated dialogue between physics and biotechnology research institutes
- Led a workshop to create a major national research program on toxics in the environment
- Public Service Commission: worked to establish a knowledge management program
- Led two national workshops to create a new Guide for Municipal Infrastructures
- Russian Federation: Feasibility study of a complete IT overhaul for the patent office, and advanced IT training for senior officials of Russian Standards Office
- Queens' University: Helped the Computer and Information Sciences department establish long-term goals

AUTHOR (books, papers and presentations)

- "Robotics and Automation in the Mineral Industry" CANMET, 1984.
- "Managing technology: the Canadian Challenge", 1988.
- "Challenge is to manage results of our R&D", Financial Post, June 17, 1988.
- "Accessing University Research: The Canadian Experience", International Development Research Centre 1989.
- "A Utilisation Framework for IDRC Projects", International Development Research Centre, 1989.
- "Eight Steps to a bigger bang from the university research dollar", in Canadian Laboratory, Vol.1, no.3, December/January 1990, p.10.
- "A Technology-Utilisation Framework For Developing Countries", The Journal of Technology Transfer, Vol.16, No.1, Winter 1991, pp.33-40.
- "Market Barriers to Industrial Energy Efficient Technology in Ontario: A Case Study of a

Government-led Technology Initiative", with T.L. Birkenheier, published in the Proceedings of 3d International Conference on Management of Technology, February 17-21, Miami, 1992.

- "After Two Decades of Government Efforts to Promote Renewable Energy Technologies -- What have we learned?" Fourth International Conference on Management of Technology, 1994, Miami Florida.
- "Why are Mining Companies Interested in Third World Countries" Fourth International Conference on Management of Technology, 1994, Miami Florida.
- "Environmental Solutions for the Mining and Mineral Processing Industries", Editor, Hickling Corporation, April 1994. Compendium of environmental technology products and services for mining and mineral processing companies.
- "Best Practices in Co-operative Industrial R&D and Technology Transfer" report prepared for CANMET, November 1994.
- "Application of Creative Problem Solving Techniques to R&D Planning -- A Case Study in Urban Roads Research", with Guy Felio and Laverne Palmer (presented at the annual general meeting of the Canadian Research Management Association, Halifax, September 1997)
- Edited and Compiled "Innovation in the New Economy: Building Productive Relationships" Proceedings of the Annual Conference of the Canadian Research Management Association, Ottawa, September 13-15 1998
- "Achieving Client-Centered R&D Organizations", in OPTIMUM, Vol.28, no.3 1998, pp1-11
- "Case Studies in Achieving Client-Centered R&D Organizations" presented at the Portland International Conference on Management of Engineering and Technology, July 1999, Portland State University.
- "Strategic Mapping – creating a partnership between Evaluator and Client", with Robert Czerny, Agora Management Associates, Canadian Evaluation Society, National Capital Chapter 13th Annual Workshop, December 1999
- "Setting Common Objectives in Collaborative R&D and Technology Programs: Selected Case Studies", presented at the Aerospace Technology Collaboration Forum of the AIAC (Aerospace Industry Association of Canada), May 2000, in Ottawa. (Plenary session).

MEMBERSHIPS

- Past President, Harvard Business School Association, National Capital
- Steering Committee of the Friends of the Notre Dame Cathedral in Ottawa
- Regional Director of the Massey College (University of Toronto) Alumni Association, National Capital Region
- Canadian Institute for Mining and Metallurgy
- Ottawa Carleton Research Institute
- Canadian Research Management Association, now the Innovation Management Association of Canada
- Founding Secretary Treasurer of the Canadian Association for Management of Technology (CANMOT) 1994
- International Association for the Management of Technology
- Associate of the Centre for Research in Applied Creativity
- Fellow, Centre on Governance, Faculty of Administration, University of Ottawa.