

## ictQATAR going green with connected speaker Andrew Hargadon

October 12 – 2009

The Supreme Council of Information and Communication Technology (ictQATAR) continues its Connected Speakers Series on Monday, 19 October 2009 with one of the foremost thought leaders in innovation and energy efficiency, Dr. Andrew Hargadon.

Hargadon, a professor at the Graduate School of Management at University of California - Davis, will address how innovation in information and communication technologies can help create new energy efficiencies, and thus help the environment. His talk will explore how innovation really happens, what some of the latest innovations in ICT are, and what to expect for the future.

The event will take place at the Four Seasons Hotel from 6 p.m. - 8 p.m., with a reception to follow Hargadon's presentation. The event is free and open to the public, but advance registration is required at website.

Hargadon, who is also the founding director of the Center for Entrepreneurship and the Center for Energy Efficiency at UC-Davis, uses past energy revolutions as a lens to view the present and future. He believes what can we expect—and from whom—are the critical and most often misunderstood questions around innovations in energy. In his presentation, Hargadon will answer these questions by combining historical research, innovation theory, and current trends.

Professor Hargadon's research focuses on the effective management of innovation and the strategic role of design in managing technology transitions, particularly in the development and commercialization of sustainable technologies. He has written extensively on knowledge and technology brokering and the role of learning and knowledge management in innovation. His research has been used to develop or guide new innovation programs in organizations as diverse as Hewlett-Packard, Avery Dennison, Clorox, Edmunds.com, Mars, Canadian Health Services, and Silicon Valley start-ups.

This is the second event in ictQATAR's Connected Speaker Series. The first event featured Dr. Soumitra Dutta, who discussed the Web 2.0 revolution and how social networking is changing the way we communicate both personally and professionally. Through the series, ictQATAR aims to bring global and regional thought leaders to Qatar to address some of the hottest issues in ICT and how technology is changing our lives.

(AME Info)