

Customer Interaction and Input for Developing Product Concepts and Designs

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[WebEx](#)

Abstract

Much has been written and debated about technology-led vs market-led innovation, products & services. This lecture will highlight an approach to combine customer & market input with the core competencies and capabilities of a company for innovation & manufacturing. Part of the discussion will focus on the required cross-functional and cross-organizational teams. Further, a model will be shared with examples to highlight success, failure, and learnings by using this approach.

Bio

Terry Taber joined Kodak in 1980. In January 2009, he was named Chief Technical Officer, a position he currently holds. The Board of Directors elected him a corporate vice president in December 2008. Effective January 1, 2015, Taber was named President of the newly created Intellectual Property Solutions segment. Effective May 1, 2017, Dr. Taber was named President of Advanced Materials & 3D Printing Technology Division. Effective March 5, 2020, Taber was named Senior Vice President, Advanced Materials and Chemicals, expanding his prior role to include oversight of chemicals, functional print, new growth initiatives, and all films, including motion picture, consumer, professional and industrial.

Taber was previously the Chief Operating Officer of Kodak's Image Sensor Solutions (ISS) business, a leading developer of advanced CCD and CMOS sensors serving imaging and industrial markets. Prior to joining ISS in 2007, Taber held a series of senior positions in Kodak's research and development and product organizations. During his more than 40 years at Kodak, Taber has been involved in new materials research, product development and commercialization, manufacturing, and executive positions in R&D and business management.

Taber received a B.S. degree in Chemistry from Purdue University and a Ph.D. in Organic Chemistry from the California Institute of Technology. He also received an M.S. in General Management from MIT as a Kodak Sloan Fellow. Taber was named an Outstanding Purdue alumnus in 2009. He serves on multiple boards.

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