Industry vs Academia

An Engineering Faculty / Entrepreneur's Perspective

Peter A. Beerel

November 2011
1985 – Princeton

Engineering+++
1989 – Microsoft

- David Treadwell
- Corporate Vice President, Live Platform Services

*The Road Untaken*
1989 - Stanford

Learn inside and outside the box
1994 - USC

Fear can be a good motivator
1995 – Intel in Israel

Risk and Rewards
2000 – Tenure / Sabbatical

Experience the real world
2004 – Begin to Think Big

Work with good people!
2005 – Entrepreneurship?

Recognize rare opportunities
2008 – A Dream Becomes Reality

Dare to succeed
2009 – The TimeLess Team

Work with good people!
Lessons Learned

- We are not static beings
  - Dare to re-invent yourself as needed
- Fear is a good motivator but can be paralyzing
  - Fight for perspective
- The “serenity prayer”
  Grant me
  ... the serenity to accept the things I cannot change
  ... the courage to change things I can
  ... and the wisdom to know the difference
Industry vs Academia - Impact

- **Industry**
  - Part of a large team
  - Shorter term, market-driven goals
  - Incremental improvements

- **Academia**
  - A paper
  - Application of research by industry (now or later)
  - A new company
  - A new paradigm
Industry vs Academia – Keys to Success

- **Industry**
  - Communication skills
  - Management skills
  - Engineering skills
  - Problem solving skills

- **Academia**
  - Communication skills
  - Strong long term vision
  - Research management skills
Industry and Academia Experience – Best of both worlds

- Short and long term visions
  - Based on real problems
  - Long term vision based on in depth research
- Short and long term Impacts
- Short and long term positive feedback
  - A good lecture
  - An accepted paper
  - A successful product
  - A paradigm shift