

Industry vs Academia

An Engineering Faculty / Entrepreneur's Perspective

Peter A. Beerel

November 2011

1985 – Princeton



Engineering++-

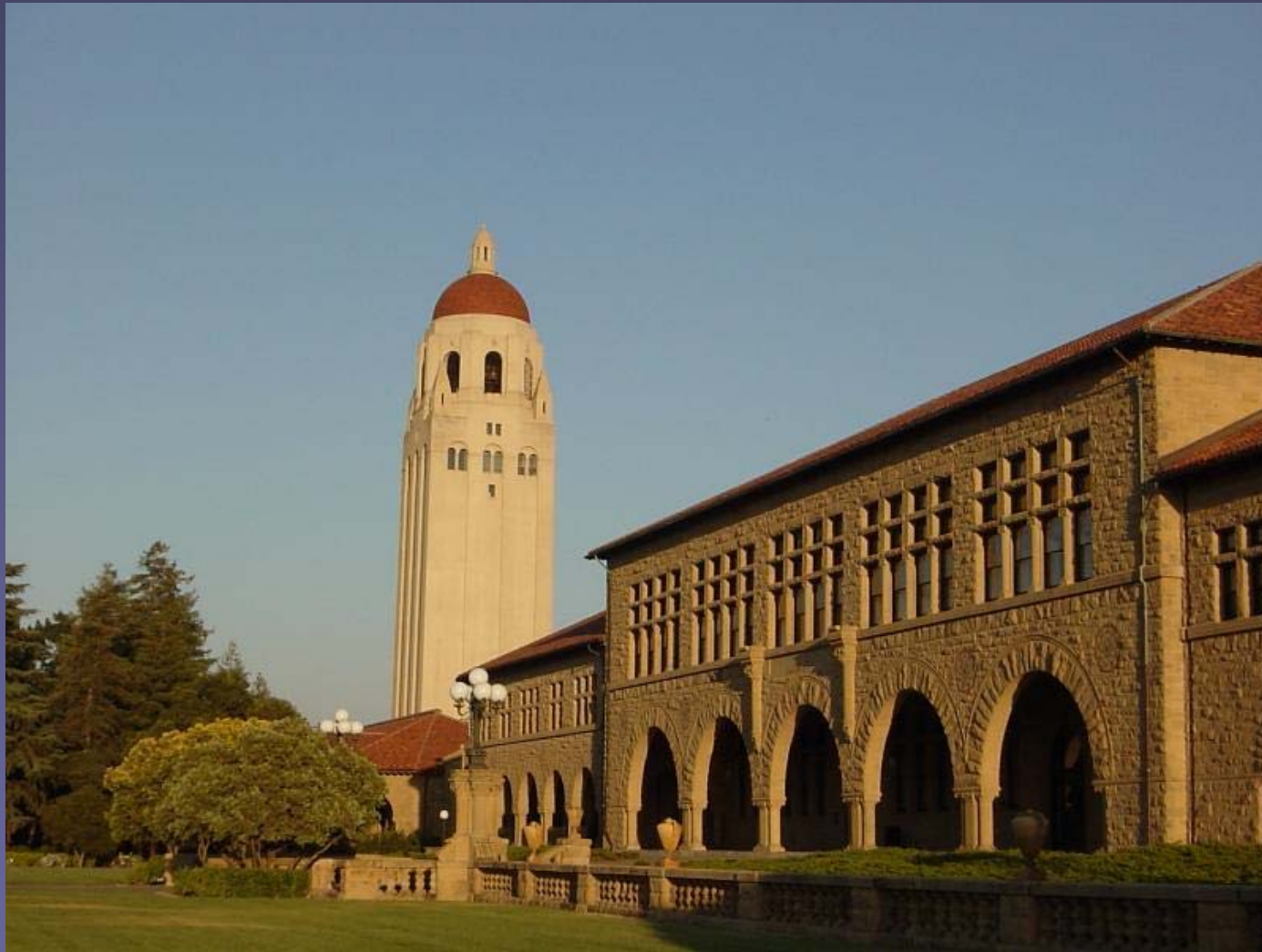
1989 – Microsoft



- **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



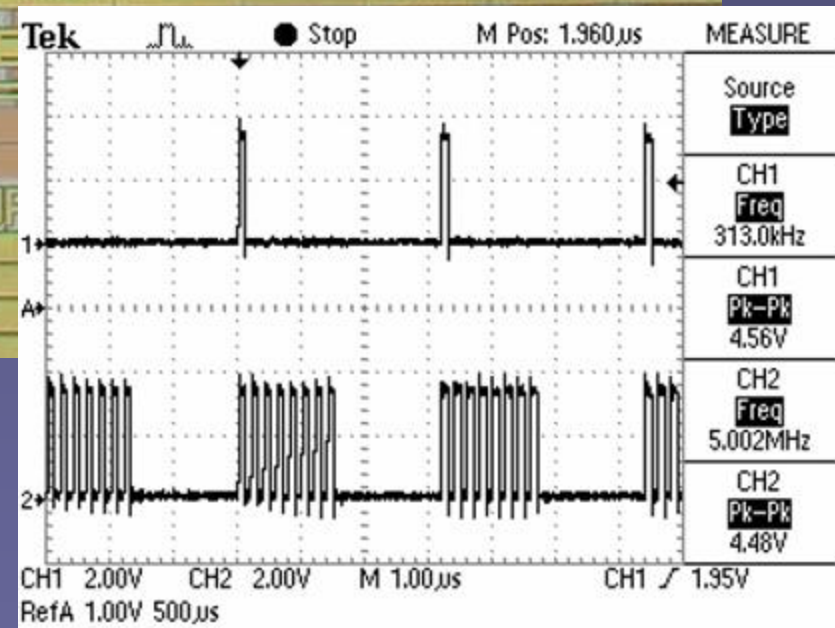
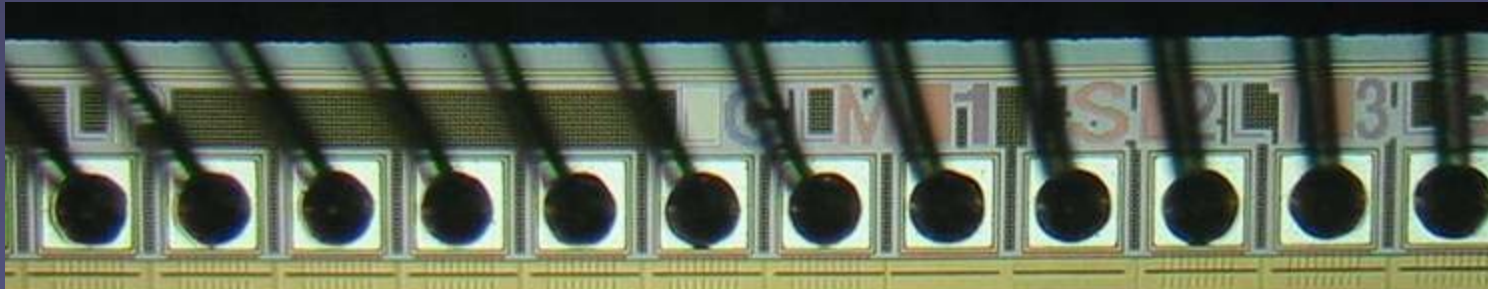
Risk and Rewards

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