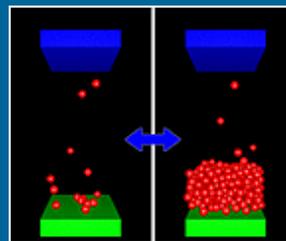


**Department of
Chemical and Biological Engineering
GRADUATE STUDENT RESEARCH SYMPOSIUM**

Friday, October 7, 2011

**The Center for the Arts
UB North Campus
1pm to 5:30pm**

- ◆ 1-2pm - Graduate Student Lectures-Screening Room
- ◆ 2pm - Keynote Lecture by Dr. Shiflett-Screening Room
 - ◆ 3-5:30pm - Poster Session & Reception-Atrium



Woodrow (Woody) K. Shiflett
Chevron Products Company

**Moving Innovation into the Marketplace: Harvesting R&D Value in the
Global Hydroprocessing Catalyst Arena**

Managing an effective business enterprise R&D program, and deriving value from it, offers all the challenges of managing your family's investment portfolio...and more. Business stakeholders expect a return on investment from their annual R&D budget investments, and high-risk (hard to predict), but promising technology efforts must be sustained over a number of business planning cycles in order to bear economic fruit. This presentation takes the perspective of a case study specific to a catalyst enterprise joint venture company and illustrates the value of using stage-gate decision processes to manage the portfolio while engaging and motivating the R&D people involved.

Sponsorship from the following University at Buffalo organizations is gratefully acknowledged:

Graduate Student Association — www.gsa.buffalo.edu, Department of Chemical and Biological Engineering,
Chemical and Biological Engineering GSA, Industrial and Systems Engineering GSA,
Pharmaceutics GSA, and Communications GSA.

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