

Keynote Speakers

Gina Colarelli O'Connor

Gina is an Associate Professor of Marketing at Rensselaer Polytechnic Institute's Lally School of Management and Technology and Academic Director of the Radical Innovation Research Program. She has served as the Director of the Lally School's MBA/MS programs, Associate Director of the Severino Center for Technology Entrepreneurship, and currently serves as Director of the Executive MBA program at RPI. Professor O'Connor's teaching and research interests lie at the intersection of Corporate Entrepreneurship and Radical Innovation, Marketing, and Commercialization of Advanced Technology. The majority of her research efforts focus on how firms link advanced technology development to market opportunities. She has published more than 30 articles in refereed journals and books and is co-author of the book Radical Innovation. How Mature Firms Can Outsmart Upstarts, published by HBS Press in 2000, as well as Grabbing Lightning: Building a Capability for Breakthrough Innovation, published in 2008 by Jossey-Bass.



John Reid

Dr. John F. Reid is Director, Product Technology and Innovation at the Moline Technology Innovation Center (MTIC). Reid has been with John Deere since 2001. In previous roles, Reid has provided enterprise-wide support and coordination of John Deere's development of the technology development process in automated and unmanned vehicle development. Reid is currently responsible for redefining the MTIC as a support network for internal technology leverage. Reid is currently responsible for redefining the MTIC as a support network for internal technology leverage linkage to the external environment to accelerate innovation for John Deere to support business growth. Reid came to Deere and Company after a 14-career at the University of Illinois where he was recognized internationally for his contributions in robotic applications for off-road equipment. He has 14 patents and more than 120 papers, including 60 refereed journal articles.



Dave Ehls

Dave Ehls is the Director of Advanced Marketing at John Deere. The Advanced Marketing Organization of John Deere is responsible for identifying customer needs and developing business cases to support the development of innovative new technologies and businesses. Dave also co-leads the Accelerated Innovation Process with John Reid. This process is designed to identify, fund and develop customer focused innovative technologies for commercialization across John Deere. Dave joined John Deere in 2001, and led the creation of Frontier Equipment, a John Deere internet based business supplying outside manufactured products to John Deere Dealers. Prior to his current assignment, he managed the Minneapolis Sales Branch, responsible for agricultural, commercial and consumer equipment sales and dealer channel development in North Central United States. Prior to John Deere, Dave was employed by CNH Corporation and served as an officer in the U.S. Army. Dave is a graduate of the United States Military Academy with a degree in Mathematical Economics and has a MBA from Harvard Business School.

