

# SATM

## Innovation & Technology Management News

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Our newsletter aims to keep our sponsors and members better informed about best practices in the management of technology. The theme of our inaugural issue is the so-called "fuzzy front-end" of the innovation process. We are pleased to feature reflections on this important topic from Dr. Bob Cooper of McMaster University, the originator of the Stage-Gate process.

## Welcome by Larry Gastwirt

This newsletter aims to keep our constituency informed about Alliance and external activities that affect the management and utilization of technology. The theme of our first issue is the so-called "fuzzy front-end" of the innovation process. This critical part of the process is being attacked with vigor by leading companies. We are pleased to feature reflections on this important topic from Bob Cooper of McMaster University, the originator of the Stage-Gate process for product development.

Through its educational programs, its research, and its transfer of best manage-

ment practices among its sponsors, the Alliance has developed a large body of intellectual property in the field, and has had an impact on the professional lives of many hundreds of technology professionals and executives since its inception. We hope you enjoy our newest initiative at keeping in touch with our growing constituency, and welcome your comments.

*Dr. Lawrence Gastwirt has been the Director of the Alliance for Technology Management for the past five years. For more information on SATM, contact Larry at 212-794-3637 or [lgastwirt@aol.com](mailto:lgastwirt@aol.com).*