CRA CAREER MENTORING WORKSHOP 2016
AGENCY OVERVIEW: INDUSTRIAL RESEARCH

Dr. Brent Hailpern
Head of Computer Science, IBM Research
bth@us.ibm.com - ibm.biz/brent_hailpern - ibm.biz/ResCSBlog - @n2cijn
YOU PROBABLY THINK THIS

?????
THINK “COLLEAGUE”

Work together on a problem

Contribute to an ecosystem

Students

Explore alternatives
THINK “COLLEAGUE”

Work together on a problem - your expertise and (maybe) proximity

Contribute to an ecosystem - develop open source, curricula, students

Students - new ideas, hard work, interns, future researchers

Explore alternatives - your expertise, research freedom, students
IF NO BIG BUCKS, WHY BOTHER?

Money - can be unrestricted

Access to customer problems & data

Access to industrial colleagues and collaborators

Outlet for your students

Validation of your research - leading to other funding and recognition
KNOW YOUR “VALUE PROPOSITION”

A business invests money to obtain benefits

• Will your work solve problems their customers care about?
• Can you explain it in terms they will understand and get excited by?
• Will your research help balance risk or increase return on investment?
• What evidence exists that customers will use your research and even pay for it?

Success depends on a strong relationship: so first establish trust!
CAVEAT EMPTOR

Subcontracting Research - hard to meet industry schedules

Company Priorities Change - often without notice

Restrictions on IP & Publications - constraining you & your students

Restrictions on Use of Open Source - contamination of products
“If we knew what it was we were doing, it would not be called research, would it?”

—Albert Einstein

Thanks to Dr. Peri Tarr and Dr. Laura Haas for their comments and input!