



## BTEC 591 & BTEC 691 Seminars

### **“Management Secrets of Silicon Valley Companies”**



**Dr. Suat GENÇ, CEO, The School**

**Tuesday, March 5, 2024**

**13:30**

**Biotechnology Institute Amphitheatre-1**

#### **Abstract**

Customer needs and behaviors are changing daily due to technological advancements as well as worldwide crises. In these conditions, even if you have a great business idea, you may not smoothly turn it into a real product or service, introduce it to the market, and ultimately achieve commercial success.

Analysis of successful companies reveals that commercial achievement in a volatile, uncertain, complex, and ambiguous (VUCA) environment relies on following a structured management approach.

In this seminar, some critical success factors for managing an innovative business in the VUCA world will be presented based on proven approaches in Silicon Valley.

## **Dr. Suat Genç**

Dr. Suat Genç is the founder and CEO of The School and has more than 25 years of experience in the field of technology and innovation as a researcher, faculty member, engineer, trainer, consultant, entrepreneur, and C-Level executive.

Dr. Genç has been a part-time faculty member at Bogazici University for the last 20 years and a faculty member and Technopark board member at Gebze Technical University since March 2023.

Up until recently, Dr. Genç served for 4 years as General Manager of BMC Power Company, developing Power-Packs (Engine, Transmission and Cooling Systems) for both military and commercial vehicles (e.g., Altay Main Battle Tank and Armored Vehicles). While on duty, he pioneered the development of four military engines and a transmission, the transformation of the company from 60 people into a world-class R&D team of 350 people, the establishment of an assembly center and a test center, and the creation of an ecosystem consisting of 600 international suppliers. Dr. Genç was awarded with "Best Technology Company Grand Award" by Teknopark Istanbul in 2020.

Prior to these appointments, Dr. Genç was Vice President for 8 years at MAM and BİLGEM Research Centers of the Scientific and Technological Research Council of Turkey (TUBITAK). His responsibilities included methodology development for strategy and technology management as well as developing new business models to transfer available technologies to industrial companies. Dr. Genç pioneered TÜBİTAK's first commercial technology transfer from BİLBEM research labs to the industry.

Dr. Genç served for 7 years as Product Development Coordinator at the Turkish Institute for Industrial Management (TUSSIDE/TUBITAK), where he found the opportunity to provide professional R&D training and certification programs as well as consultation services to more than 500 companies. Dr. Genç pioneered the granting of certificate programs for the first time in the history of TÜBİTAK, with the decisions of the Scientific Board.

Dr. Genç also worked for 5 years as a Senior Systems Development Engineer for Plug Power Fuel Cell Company (General Electric) in New York, where he was responsible for a wide range of technology and system development activities. During this duty, Genç obtained two commercialized American patents.

Dr. Genç is an active member of Turkish national technology and innovation initiatives. In this regard, Dr. Genç was a founder member of the TUBITAK Technology Transfer Office (TTO) Committee, which is responsible for developing national infrastructure to establish, finance, and audit academic technology transfer offices at Turkish universities.

Dr. Genç led and was involved in all activities of student project contents at Boğaziçi University, including training as an instructor, project evaluation as a jury member, and advising students to form a startup as a consultant. In this manner, Genç has his personal experience of initiating three startup businesses as an entrepreneur in the USA and Turkey.

Dr. Genç received his BS degree in Mechanical Engineering from Istanbul Technical University (Istanbul, Turkey) and his MS and Ph.D. degrees in Mechanical Engineering from Rensselaer Polytechnic Institute (New York, USA).