



FooD-STA Project - Workshop Introductory Speech

Succeeding through Education, Basic/applied R&D in Innovative Academia/Industry Partnerships

Sam Saguy

Visiting Professor

Facoltà di Bioscienze e Tecnologie Agroalimentari ed Ambientali

Università degli Studi di Teramo, Italy

&

Professor Emeritus

The Hebrew University of Jerusalem, Israel

Warning: Disclaimer

**If you want to retire at
the age of 25, you better
skip this presentation**

Wayne Gretzky - “The Great One”

“You miss 100% of the shots you never take”

“I skate to where the puck is going to be, not to where it has been”



Main points

- **Time management**
- **People/team/partnerships**
- **Business language**
- **Innovation**
- **Interfacing**
- **Soft skills**
- **Future needs**
- **Final comments**



Time management



- Time - a very precious and scarce resource
- The clock is ticking faster, one can't buy time
- Discrepancy
 - Academia: flexible, abundant, rarely critical, not emphasized and/or taught
 - Industry: strict deadlines, time to market, unexpected assignments/troubleshooting → get a 400 days calendar!
- Time management is an art! Start early & never stop, it will certainly be more difficult tomorrow.

Team/Partnerships/skills

- The era of 1-person show is over. From: 'Innovate or die' → 'partner or perish'
- You are as good as your team
- People skills are paramount
- Multidisciplinary, diversity and gender are vital
- Perception is important (Fluff & stuff, Pull & push)
- Mismatch skill-set needs (**AC** vs. **IN**)
 - **Research** vs. Employability
 - **Science** vs. Market needs



Industry: Business language

- Most food companies are market driven
- Technology is typically transparent for the consumer/customer
- Business/Marketing language is spoken:
 - learn to speaking it
 - acquire consumer insights
 - Try to educate your business colleagues science & technology, but the chances are quite slim
 - Learn communication skills



Innovation



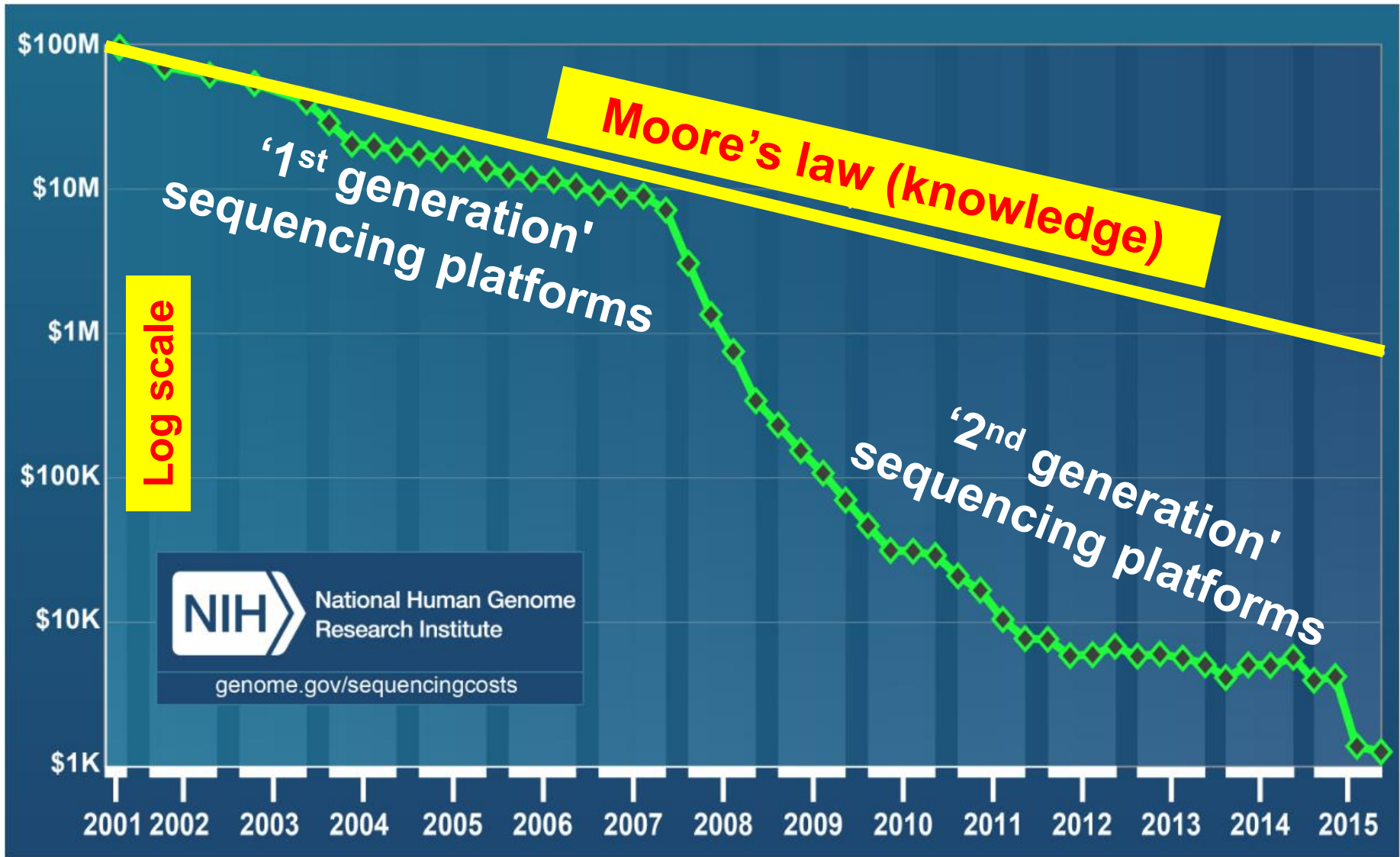
- **Buzz word. No 1-acceptable definition**
- **Innovation is not: research, invention, publication, creativity,....**
- **Innovation = a process, (very) risky (~75% of New Products are failing), needs continuous management support, nourishment, lives in quarantine. Turns quickly into a commodity**
- **The new paradigm:**
 - **Close-innovation → Open-innovation**
 - **Incremental → Disruptive**
 - **Mass production (push) → Personalization/H&W (pull)**

Interfacing

- **Innovation flourishes at the interface**
- **Message:**
 - **Participate at seminars/lectures/meetings of other domains at least once a year**
 - **Adapt open innovation mentality**
 - **Join consumers focus group or call centers**

Moore's law (knowledge) & Genome Cost

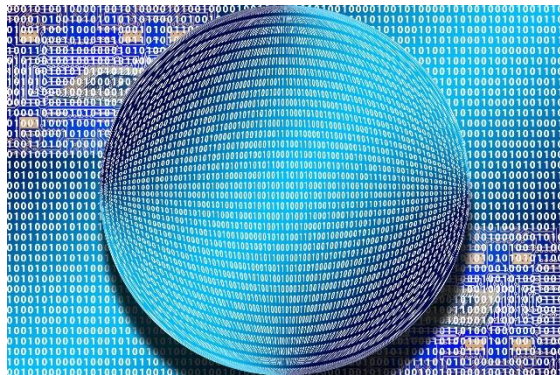
(<https://www.genome.gov/sequencingcostsdata/>)



The knowledge gap

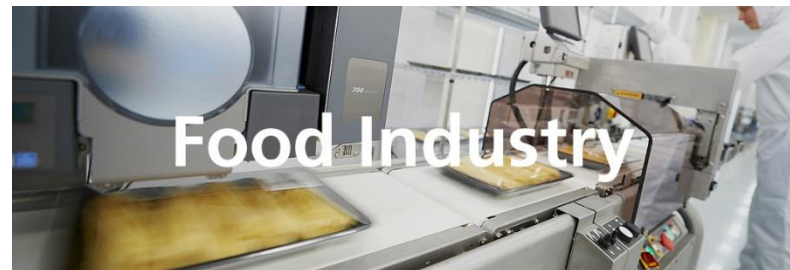


- Every day the knowledge gap increases → Continue your studies (E-learning, advanced degree, ...)
- Digital world (IoT, big data, cloud computing, DNA, virtual reality, modeling, virtualization, ..)
- Personalization plays a major role, learn the new language



Academia/Industry Mismatch

- **Academia (foremost role): Education, excelling in basic/fundamental research**
- **Industry: production, R&D, IPs, profitability**
- **Academia paradigm shift: Relevance, social responsibility, employability, becoming an organic member of Industry**
- **Industry paradigm shift: Embracing academia, proactive collaboration (teaching, mentoring, support,...)**



The changing career paradigms

Attribute	Old		New
Security	Job		Employability
Job fit	Personal		Organizational
Life balance	None		Work/family balance
Success	Career		Personal/Team
Degree	Academic		Continuous learning
Position	Title		Competencies
Employment	Full-time		Contract
Career	Single job		Multiple jobs
Job change	Fear base		Growth base
Promotion	Tenure base		Performance based

Soft skills

- Soft skills are vital (communication, team player, multitasking, global)
- Languages is the norm (English, Chinese..)
- Advanced computer skills
- People, financial/commercial, consumer skills
- Cultural, diversity & gender
- Creativity & innovation
- **Your future employability/promotion depends on it**

MoMA March 2017

Francis **PICABIA**

**Our Heads Are Round so Our Thoughts
Can Change Direction**



Francis Picabia: A French avant-garde painter, poet & typographer. After experimenting with Impressionism and Pointillism, he became associated with Cubism (1879-1953; Wikipedia)

Future look:

- Integrated partnership (4th helix):
Academia-Industry-Government-Private sector
- Bright and exciting future for food practitioner: leading H&W, meeting future needs and opportunities.