Inaugural Professorial Lectures

Professor Mark Leenders

Mark AAM Leenders is Professor of Marketing at RMIT University, Graduate School of Business and Law. He has an MSc in Industrial Engineering and Management Science from the University of Technology Eindhoven and a PhD in Marketing from the Erasmus University, Rotterdam School of Management (RSM). He has held academic positions at Erasmus University, University of Amsterdam, and Plymouth University and visiting positions at MIT, Sloan School of Management and at the Wharton School, University of Pennsylvania, and at the Sauder Business School, University of British Columbia. He has been a member of the agenda setting committee for the Netherlands Organization for Scientific Research (NWO) regarding creative industries and creative innovation ecosystems (>€8.5 million interdisciplinary research program). He received over €700,000 in research grants and has advised multiple international companies on product/service development and marketing.

Creating Growth through Innovation and Marketing: Rethinking the Marketing–R&D Interface

Innovation, if successful, can create value for entrepreneurs, organizations, shareholders and regions and is an important driver of job growth.

In this inaugural lecture, Professor Leenders will focus on an organizational design factor that is seen as critical in successful new product development: The Marketing–R&D interface.

This interface affects whether and how companies act on technological and market opportunities and how successful the new products and services are in the marketplace.

Using examples from his research on Hollywood motion pictures, video games, food and beverage products, and medicines, Professor Leenders will take stock on his research on different areas of the Marketing – R&D interface and will discuss three directions for more effective market-shaping strategies.

EVENT DETAILS

Tuesday 29 October, 2013
5.30 pm – 7.00 pm
The Chamber, Bldg 1.2R.17
124 La Trobe Street, Melbourne

Free event. Registration essential.
Register at:

www.rmit.edu.au