Academia in industry. Towards successful collaboration with business

Friday, 11/01/19 | 12pm-1pm | West Hall, W105

Speaker: Adam Ziemba

Abstract

A relationship between academia and industry can benefit not only universities and private corporations, but society as a whole. Universities gain insights into industry challenges, businesses participate in undertakings that take innovation to the next level, professors obtain valuable resources to support their research and academic endeavors, students foster authentic partnerships with industry professionals while solving real-life problems, and society progresses with innovative solutions to the problems it faces.

The seminar is informed by personal experiences from academia and industry. It will address some of the most commonly asked questions; why should we partner with industry, what businesses are most likely to partner with academia, how to communicate with industry partners, and how to establish a successful partnership with industry? The seminar will further explore the transition from academia to industry, specifically how to find a job after graduation, when to begin a job search, what international students should keep in mind in this process, to name just a few.

Academia and industry have developed their unique cultures. In order for the partnership to be successful, professionals from both sides need to understand and overcome the differences. Those include, but are not limited to the following: pace of work, short-term vs long-term goals, short-term vs long-term benefits, language, culture and methodology. With a right approach, academia can explain benefits of partnership to industry partners.

Biography

Adam Ziemba graduated from Harvard University with a degree in government and economics. During his time at Harvard, he served for several student organizations. As a president of Harvard Model Congress Asia, he organized a debating conference in Hong Kong, which attracted over 400 high school students from across Asia, Middle East, Europe and Americas. As a president of the Harvard Polish Society, he worked with outstanding Polish scholars, artists, politicians, journalists and economists to promote Polish voices in America. Moreover, as a member of the Harvard College Stories for Orphans, he supported endeavors in bringing colored cartoon books to orphaned children in different parts of the world.

Adam has gained experience in academia, public and private sectors. He taught undergraduate courses in astronomy at Harvard. He was awarded the Derek C. Bok Awards for excellence in teaching for the courses taught in 2015 and 2016. He partnered with EdX, an online provider of university-level courses.

He worked at the Delegation of the European Union to the Hashemite Kingdom of Jordan and the City of London Corporation in London, UK. He gained experience in private sector during his time at Wayfair.com, where he led a $100M+ marketing program and managed a $15M budget. Adam currently serves as an analytics marketing manager at Hamilton Beach Brands, Inc.