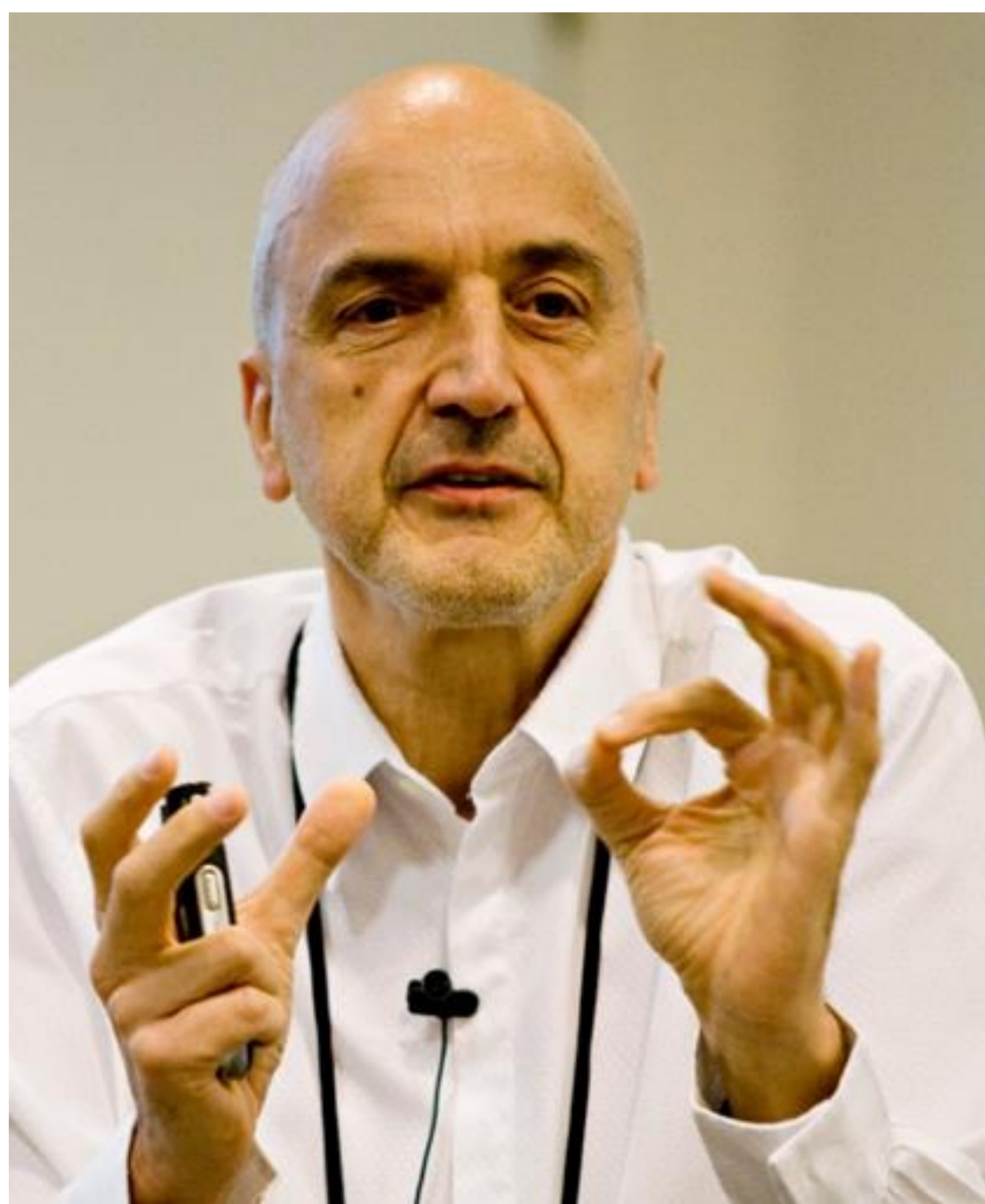




iNOVA4Health

- Conference -

March 16th, 12h00
ITQB Auditorium
Host: Manuel Carrondo



“Innovation: Composing Across Confines”

José (Joe) Santos

Affiliated Professor of Practice in Global Management at INSEAD

Short CV:

José (Joe) Santos is Affiliated Professor of Practice in Global Management at INSEAD, in Fontainebleau, France. Joe started an academic career in the early seventies, but he moved into the managerial world a couple of years later. When Joe retired from his career as an executive in 1994 he had for ten years the position of MD (CEO) of an Italian multinational and lived out of Italy during that period. Joe has been at INSEAD since 1995, centring his research and teaching on the general management of multinationals, with a particular focus on global integration and global innovation. Over the years, Joe has also taught management courses and seminars at the Universidade Católica (Portugal), Università Luigi Bocconi (Italy), Bled School of Management (Slovenia), Università di Bologna (Italy), FDC (Brazil), MIT (USA), and the University of Cambridge (UK). He regularly presents in conferences and corporate meetings around the world.

Abstract:

Any innovation is a new combination of existing things. This is our starting point. But, how to combine things that are far apart, embedded in different confines, and never combined before? This is our ending point. On the way, we will touch upon the knowledge-based view of innovation; the fascinating challenges of breakthrough innovation; complexity as process; the critical roles of random encounters, of serendipity, and of “magnets; what it means to manage innovation; and when managing innovation is an imperative – and creativity is not.