



# DODD-WALLS CENTRE

for Photonic and Quantum Technologies

## Ideas & Execution: The Yin and Yang of Innovation

**Enjoy wine, beer and canapés,  
followed by an evening with two international guest speakers:**

- Dr Simon Poole (New Business Ventures, Finisar Ltd, Australia)
- Dr Andy Brown (Global Business Development, SPIE, USA)

**Date:** 1 December 2016

**Time:** 6 – 8 pm

**Venue:** [GENERATOR](#)

**Address:** Level 1, 22-28 Customs St East, Auckland Central

Please [RSVP](#) by **23 November 2016**

Ample **parking** available in the Britomart precinct

The innovative spirit is ingrained in New Zealand culture. However, often, in the process of refining and selecting ideas, execution can end up as an afterthought, leading many potential successes to lag behind. With his decades of experience, **Dr Simon Poole** will offer solutions to this issue, focusing his presentation on:

- Translating ideas into real-world success within the global market, an environment dominated by a trend of cheap manufacturing
- Case studies from the previous two decades that reflect the often-neglected 'dark' side of innovation, and how we can compete in this critical phase

**Dr Simon Poole**, an engineer/entrepreneur and currently Director, New Business Ventures, Finisar, Australia (the world's largest supplier of optical communication products) has been working for 35 years on photonics in research, academia and industry. Some of his most recognisable success – beyond 250 journal articles and a wealth of awards – include founding Indx (acquired by Uniphase) and Engana (now Finisar, Australia) which, between them, have generated nearly \$1B in export revenues for Australia. As Director of New Business Ventures at Finisar, he currently leads a team to investigate new markets and business models for photonics.

**Dr Andy Brown** is Senior Director for Global Business Development, SPIE (the International Society for Optics and Photonics). He joined SPIE in 2008 from Aculight Corporation, a laser development and manufacturing company near Seattle, WA.

**Dr Andy Brown's** address will be on the global photonics market and related new business opportunities.

*A Lighthouse Platform event,  
sponsored by The Dodd-Walls Centre,  
and held in conjunction with  
The Innovative Manufacturing and Materials (IMM) Programme*



## Innovative Manufacturing and Materials Programme