

Tuesday, April 14, 2009 POTR 268 9:00 a.m.

Kim B. Blair, Ph.D.
Founder/President
Sports Innovation Group® LLC
Director, Sports Innovation @ MIT
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“Innovation in Sports Technology: Developing Marketable Products”

Abstract:

Over the past 20 years, technology has had an enormous impact on sports products. From new materials in our sports equipment, to new performance monitoring systems, technology has changed the way we participate in sports. To be successful in the sporting goods market today, companies must innovate products that incorporate the latest technology advances. The success or failure of new products in this arena does not rely solely on innovation. Often, it requires the innovator to accurately assess the marketplace, understand the core consumer, and adapt the technology to meet the consumer needs. Further, with completely new ideas, successful products may require the innovator to create the market as well. Dr. Blair’s talk will focus on early innovation process in high-tech sports products, and discuss innovation and product development tools and tactics that can improve the chance of product success in the market place.

Brief Bio:

A NASA trained engineer and Ironman triathlete, Kim Blair is the President/Founder of Sports Innovation Group® LLC consultancy and the Founding Director of the Massachusetts Institute of Technology Sports Innovation @ MIT program, Dr. Blair is a recognized expert in sports technology and innovation and has extensive experience utilizing advanced technologies to improve human athletic performance, and developing hands-on educational programs in innovation, product development and sports engineering and technology.

Purdue degrees:
MSME 1987
PhD Aero/Astro 1992

School of Mechanical Engineering