



**Dr. Irene J. Petrick** is a Penn State University professor and managing director of the TrendScape Innovation Group. She is an internationally recognized expert in strategic roadmapping. Her research interests include technology forecasting, collaborative innovation and business ecosystem development. She is actively engaged with companies in their innovation and technology strategy activities, including work with twelve Fortune 100 companies, the U.S. military, and a wide variety of small to medium sized enterprises. She has over 25 years of experience in technology planning, management and product development in both the academic and industrial settings. She has been named a Boeing Welliver Fellow, a CSC Faculty Intern in India, and has spent the past three summers full time with Intel Corporation focused on innovation strategies. Irene is author or co-author on more than 130 publications and presentations. (<http://strategic-technology-roadmapping.com/>)