

The Zink Center Leadership Seminar Series

Wesley Schroeder - The Business of Innovation: The Role of Engineering



Wesley Schroeder

As the Chief Strategy Officer with Magellan, Wes loves helping organizations grow. A self-professed “strategy nerd” Wes loves helping companies find new ways to grow through the methodical implementation of Magellan’s growth frameworks. He is also an expert on helping train companies to grow themselves, while coaching executives on how to grow as people.

Schroeder's presentation will examine the journey from new technology concepts and development to the marketplace, including interdisciplinary collaboration and capital investment needed to start, scale and grow new businesses or to support existing businesses. Schroeder will be using a question set to stimulate critical thinking around—and discussion of—key elements in the innovation and entrepreneurial process.

Tuesday, March 7 2023

Donald W. Reynolds School of Architecture Building - Rm. 170

Reception: 5:00pm

Seminar: 5:45pm

