



THE CHINESE UNIVERSITY OF HONG KONG

Department of Information Engineering

Seminar

**Technology Entrepreneurship and
My Telematics Story: Curiosity,
Opportunity, Risk, and Money**

by

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ate : 1 April, 2014 (Tuesday)

Time : 10:00am – 11:30am

Venue : Room 833, Ho Sin Hang Engineering Building

The Chinese University of Hong Kong

Abstract

As indicated by Professor John L. Hennessy (President of Stanford University), “High-technology companies are both an important part of our world’s economic growth story as well as the place where many young entrepreneurs realize their dreams”. Using Vehicular Telematics as an applications scenario and the speaker’s own story of establishing a bright new Telematics Research and Business Unit at Bellcore/Telcordia in 2010, this talk will blend technologies, liberal arts, business and management together to guide the audience to go through an entire process, step by step, from “**Curiosity > Opportunity > Business Model > Risk Management > Technology Commercialization > Money**”. At the end of this talk, the speaker hopes that the audience will have a first-hand feeling to understand how an entrepreneur transfers his (her) curiosity, hard work, and ambition at the very early stage into decisive actions of establishing their own start-ups, and then eventually expand it to one of top Fortune 500 corporations in the world.

The speaker will share his thoughts, experiences, observations, and suggestions with the audience. It is hope that this talk will stimulate entrepreneurs’ spirits for some of the engineers and researchers at CUHK!

Biography

T. Russell Hsing is now Visiting Chair Professor of National Chiao Tung University in Taiwan, Guest Professor of Peking University in China, Adjunct Professors for Arizona State University (US), Yonsei University (Korea), and Chinese University of Hong Kong. He is also Advisor for the Next Generation Mobile Networks (NGMN) Alliance in Europe. He is now also a member of the Advisory Board for the EDGE Lab. of Princeton University and the DataMi, Inc., a start-up to develop smart date pricing solutions for Broadband Data, in Princeton, US. He has been co-Editor-in-Chief (with Prof. Vincent Lau of HKUST) of the ICT Book Series for the John Wiley & Sons since 2007. He was Founding Chair of the Vehicular Network and Telematics Applications sub-Technical Committee for the IEEE Communications Society. He has been serving as member of the IEEE Fellow Committee in 2012-2014, the member for the IEEE Eric Sumner Award Committee since 2011. He is now Vice Chair for the IEEE Technical Field Award Council in 2014. His current research areas are: Wireless 5G, Internet of Vehicles (IoV), Software Defined Networks-based Mobility Management, and Technology Ventures in Academic Community.

From September to December in 2012, he was Visiting Professor at POSTECH (under the World Class University Program) in Korea. From March, 1986 to March, 2012, he has been with Bellcore (and then Telcordia Technologies & Ericsson) as Executive Director to manage and lead the Emerging Technologies and Services R & D Department. He was also responsible for the Telcordia Applied Research Center in Poland (2008-2012), and in Taiwan (2005- 2012). He had been working with Burroughs, Xerox, GTE Labs and Telco System Fiber Optics Corporation and TASC from February, 1977 through March, 1986. His background and working experiences are in the areas of video communications & image processing, CCD sensors, VLSI systems, ADSL/HDSL, wireless technologies and networking systems and vehicular networks and telematics applications. He graduated from the National Chiao Tung University (Taiwan) in 1970, and received his M.S. and Ph.D from the Electrical Engineering Department of the University of Rhode Island in 1974, and 1977. He has finished Executive mini-MBA Courses from the Stanford Business Graduate School, MIT Sloan School, and the University of Texas at Austin from 1995 through 2002. He is Fellow of the IEEE, the British Computer Society (BCS) in UK, and the SPIE-The Internal Society for Optical Engineering. He has been Co-Editor-in-Chief (with Prof. Vincent K. N. Lau of HKUST) of the ICT Book Series for the John Wiley & Sons Inc. since 2007.

**** ALL ARE WELCOME ****