



## ***Marketing Strategy: The Marketing Budget***

*IEEE Entrepreneurs' Network (ENET)*

***Tuesday, March 6, 2007***

***Ralph E. Grabowski***  
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Ralph Grabowski will illustrate how much effort goes into the fact-gathering, analytical front-end process to identify needs, customers, and opportunities. He will quantify that investment with unique data.

### ***Please join us***

The evening begins with an optional meal at Bertucci's, 475 Winter Street, (exit 27B off Route 128) in Waltham, at 5:15 PM. Networking and presentations follow at the Bay Colony Office Park, 1100 Winter Street in Waltham, beginning at 7 PM. The meeting ends before 10 PM. Additional information, directions, and maps are available at <http://marketingvp.com/papers/strategy-budget>

### ***About the speaker***

In thirty-seven years of Front End Marketing, Ralph Grabowski has helped launch new products, new companies, and more than seven new fields; which have grown to become worth over ten Billion dollars and resulted in gainful employment for many thousands of his fellow engineers. He practices as a VP of Marketing for startups or Chief Marketing Officer (CMO), Marketing Consultant, and as a temporary executive. Ralph specializes in Front End Marketing leadership, the fact-gathering, analytical Marketing process to steer the enterprise. He has practiced in more than fifty technologies.

Ralph invented the Marketing/Engineering Investment Ratio™ as a new metric to guide the Marketing budget for technology-based enterprises. He writes about Marketing, teaches Marketing, and researches the impact of Marketing on success; delivering more than one hundred published papers, invited presentations, and courses taught for universities, institutions, and professional societies.

He co-founded the world's first IEEE Robotics Chapter, co-founded MIT's entrepreneurship program, co-founded Technology Capital Network (TCN) at MIT, co-founded the North Shore Technology Council (NSTC), and co-founded the MIT Sloan School of Management graduate course "Starting And Running A High Tech Company." He served the IEEE as Chapter Chairman of both the IEEE Robotics and Automation (RA) and Microwave Theory & Techniques (MTT) Chapters.

Mr. Grabowski taught or Mentored four teams who won MIT's \$100K Entrepreneurship Competition Grand Prize and, as a contestant, was the winner of the Fall \$1K Biotechnology category in the 2006-2007 MIT \$100K Competition. He has a BSEE from MIT, class of 1963, with thesis in image processing. Copyright 2007, Ralph E. Grabowski. All rights reserved.

