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Marketing Strategy: The Marketing Budget

IEEE Entrepreneurs' Network (ENET)

Tuesday, March 6, 2007

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 RatioTM 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.



IEEE ENET handout, Mar 6, 2007

Marketing */Engineering Investment Ratio™

(*) excludes promoting and selling

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Infinity Inf

Infinity Balico, balance aid medical device, Grand Prize Winner '05

Financial and human impact:

Trillion dollars > 1 Trillion donars > 400,000 jobs created or lost > 150,000 engineering slots developed or gone

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Molten Metal '97
Optra, electro-optic sensors - 88 SBIR '84-'95
Keithley Metrabyte, data acquisition Taunton MA '93
MRS Technology, FPD lithography '86-'97
Hampshire Instruments, X-ray stepper '91-'92
Essential Research, vacuum system CAD '90-'93
RVA Technology, software '82-'85
StarGen, fabless semiconductors '99-'06
Orchid BioSciences, genotyping '98
Veeco, wafer particulate detector '85
Keithley Instruments, Cleveland OH '93
GCA '81, semiconductor stepper
GCA '92
Brooks Automation, semi robots '77-'85