



2006-2007 Speaker Series

Forecasting the Impact of Science-Based Innovation

Mark Bunger

Senior Analyst
Lux Research
San Francisco, CA



**Friday, April 13, 2007
11:00 am - 12:30 pm
Biodesign Institute Auditorium**

Lux Research is an independent industry research firm that looks at emerging, natural science-based technologies. Nanotechnology has been foremost among their research, in that it has entered the commercial sphere arguably more rapidly than any analogous domain of science. Lux also studies areas such as regenerative medicine, "cleantech" and post-CMOS electronics. Their research culminates in data and ideas regarding the commercial impact of emerging technologies. Bunger will describe Lux's methods for conducting such research, including quantitative, qualitative, and conceptual approaches.

Mark joined Lux Research with 14 years of business strategy experience, both as a management consultant and technology analyst. Most recently he was a Principal Analyst at Forrester Research, where he studied and advised clients in manufacturing industries including automotive and aerospace. Prior to that, Mark was an International Engagement Manager at European consultancy Icon Medialab, as well as the Managing Director of Icon Medialab's U.S. office. Mark and his work have figured in leading business journals and other media outlets in the U.S. and Europe, including CNN, CNBC, *The Wall Street Journal*, the *Financial Times*, and other regional and trade publications.

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