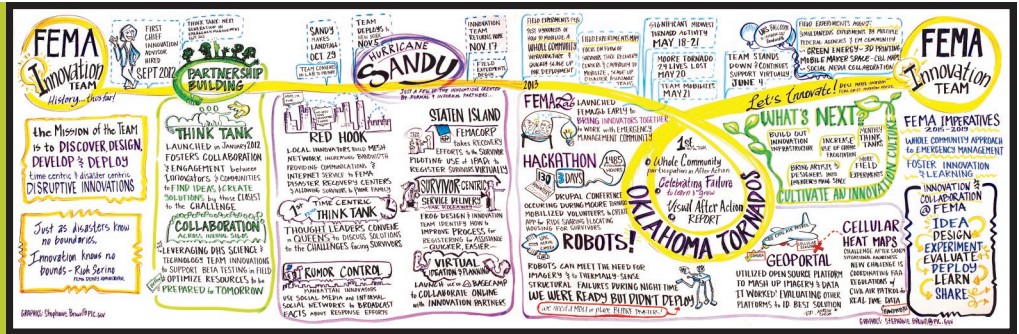


ABOUT LITE

The mission of the Laboratory for IT Entrepreneurship (LITE) is to promote entrepreneurship in Information Technology across the Mason community and guide IT ventures from idea to launch.

WHAT WE OFFER

- Seminars & Workshops
- Advising
- Competitions
- Courses
- Opportunities to connect
- Access to resources



SEMINAR ANNOUNCEMENT - NOVEMBER 22

“Innovation During Large-Scale Natural Disasters”

SPEAKERS: Desiree Matel-Anderson & Steven Birnbaum

DATE: Friday, November 22, from 3:30 pm to 4:30 pm

LOCATION: Engineering Building, Room 2901

ABSTRACT

It is often said that innovation and emergency response to disasters do not mix well. When the Field Innovation Team deployed to the New York City area in the early aftermath of Hurricane Sandy in 2012, they proved not only that it was possible, but their innovative ideas and use of new technologies made significant and immediate impacts to the response and recovery. From Hurricane Sandy to Typhoon Haiyan, Ms. Matel-Anderson and Mr. Birnbaum will discuss how to successfully innovate in the midst of a disaster.

SPEAKERS INFORMATION

Desiree Matel-Anderson has consulted for Federal agencies, including the Federal Emergency Management Agency, and companies on how to create healthy innovation eco-systems. As an entrepreneur and innovator who served as the first Chief Innovation Advisor at FEMA, she deployed the first Innovation Team down to a Federally declared disaster. **Steven Birnbaum** has over 20 years of experience in the global technology and telecommunications industries. He has consulted for clients that include Nokia and the United Nations. He was a member of the first Innovation Team, and was recognized with the White House Champions of Change award for Hurricane Sandy. He currently serves on a number of domestic and international advisory groups focusing on technology in disaster response.