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“Research to Reality” Turning Results into Advanced Logistics Tools

Don Stuart
Global Concepts, Inc.

Too often industry research partners are disappointed with the results obtained from partnering with academic institutions. The key to successful partnerships is a clear understanding of expected deliverables, an appropriate selection of both the researchers and practitioners on the team, and continual involvement by both parties in a meaningful case study. Fantastic research results sometimes only find their way into academic publications and leave industry partners perplexed as to how to derive direct benefits in their operations. The author having successfully served for many years as an industry leader in multiple industry, university and government research centers will discuss how his past and current companies have bridged the gap in taking leading edge research into direct industry applications. Utilizing academic research as a foundation, his company continuously achieves high ROI on projects for many clients, deploying advanced designs, executing commercialized software applications, and measuring the results. He will share their formula for a successful academic and industry partnership in applied research.