THE MISSION of the Integrated Design & Management program is to enable the learning and development of extraordinary, innovative leaders that will bring new levels of creativity, vision, and integrity to business and society.
At the heart of integrity + innovation

MIT’s Integrated Design & Management is a first-of-its-kind Master’s degree program that brings together the inspired, intuitive methods taught in the world’s best design schools, with the systematic, analytical methods of the world’s best engineering and business schools.
At the heart of **people + profit**

This balanced, integrated approach has been demonstrated time and again to produce new business paradigms, phenomenal products, and the creative courage to solve complex, hard-to-define problems.
creativity + collaboration

At the heart of IDM’s student body and faculty reflect equal parts engineering, business, and design. Through exposure and interaction of these different backgrounds and orientations, students learn to appreciate and integrate the value of the other disciplines in their activities.
our team
SECOND YEAR STUDENTS
**ANUJ BHEDA**

“In the end, it’s all about how much of a net positive impact you can bring about for the people around you—and IDM inspires me to work toward building the things that will do so.”

Anuj aims to be precisely the type of innovative leader that IDM envisions to develop. His undergrad education at Nanyang Technological University and his work experience in the tech and nonprofit sector has greatly influenced his perspectives about technology and design. As a technology consultant at Teach For India, he was building modules for improving operational efficiencies and applications for fostering enhanced collaboration between fellows, alumni, and staff. "Working with a leading nonprofit in India has instilled in me the value of giving back to the community," he says. Anuj is passionate about the Internet, mobile devices, and vertically integrated experiences that can create absolute delight for users. As a co-founder of 99.co, he was responsible for designing and building the mobile experience for the startup. “I’m super excited about what the intersection of design, business, and engineering can do for humanity,” says Anuj.

**HONEY BAJAJ**

“The program is catalyzing my vision of creating a technology-based social enterprise and providing a holistic perspective on developing new ideas. I want to inspire new ways of solving user challenges.”

A Global Shaper Innovation Lead with the World Economic Forum, Honey has conducted design thinking workshops for many prestigious institutions. She believes that imagination, empathy, and intuitive leaps—combined with extensive research—are essential for innovation. Honey is focused on identifying the patterns that underlie the reality of human behavior, and then learning from reactions, probes, and prototypes to design affordable, user-centric products for social impact. After graduating from Srishti School of Art, Design, and Technology in Bangalore, Honey became a member of the core team at Embrace Innovations that conceptualized and developed an innovative and low-cost infant warmer for premature and low-birth-weight babies in developing countries. “The motivation of building products and the rush of rapidly converting an idea into something tangible is incomparable,” she explains. Honey is also keen about translating her experiences into real solutions and drawing from the experiences of her IDM peers to deepen her understanding of the human-centered design approach.
“There’s no better moment than now to think big and impact the world positively” she says. The IDM faculty is empowering me to push beyond my limits, opening my mind, and having a clear understanding on integrated design and how important it is in every decision I make to have this vision to create what truly matters.”

“Ben is an enthusiastic designer who is always focused on the end user. His passion for collaboration is only surpassed by his ability to come up with 99 solutions to a given problem—just ask him about the basketball and the hoop. After graduating from Virginia Tech, he began work as an industrial designer at Lowe’s Home Improvement for Kobalt power tools, where he was involved in all phases of the development process. As a strong visual communicator who loves to ideate, Ben also places high emphasis on prioritizing user needs, balancing manufacturing constraints, and understanding the market. Where does Ben see himself in the future? “I want to solve challenging problems in thoughtful ways and make meaningful contributions to the way people interact with the world around them.”"
An avid violinist, Ismail performed in the Cornell Symphony Orchestra during his undergraduate years. He started out in software consulting, implementing everything from financial pricing models to statistical analysis tools for the Centers for Disease Control. Now Ismail is focused on high-tech consumer product development, building mobile apps, custom drones, and most recently an ultra-high resolution printer for smartphones called SnapJet. As the founder and CEO of SnapJet, Ismail believes that beautifully designed, mass market appliances are necessities in every middle-class household across the globe. With the support of his IDM teammates, Ismail is confident in his ability to build more ambitious products and companies—and through these contributions make a lasting impact in the art of hardware design.

Manuj is the founder and chief product officer of MadRat Games and the creator of the “World’s First Hindi Word Building Game—AKSHARIT™”. Used in 3,000 schools across India, the educational version is the result of his desire to re-create the experience of playing games with his grandfather. Manuj’s journey into serious games began shortly after graduating from Indian Institute of Technology, Guwahati, when he won one of India’s topmost business plan competitions for showcasing AKSHARIT. When asked during a job interview what made him unique, he replied: “Give me 10 random things, close me in a room for an hour, and I’ll make a game out of them!” Since then, Manuj has partnered with Nokia, Google, and Intel to launch more than 50 learning, wellness, and family game products. To realize his vision of touching one billion lives in a meaningful way, Manuj felt compelled to return to the drawing board.
ACEIL HALABY

“I find great pleasure in thinking out of the box and contributing to value creation through innovation.”

As a millennial working in the real estate industry in the Middle East, Aceil belongs to a generation that pushes for innovation, embraces change, and takes many risks. “There’s a gap between the current paradigm of real estate products and my generation of digital, plugged-in urban dwellers,” she explains. Her goal is to build future cities that drive social development and entrepreneurial growth. After graduating from Rhode Island School of Design, Aceil joined Benchmark Development. She established an in-house design team, introduced the firm to social media, and led product design initiatives while working with world-renowned architects. It was difficult to find a graduate program that provided the technological edge to support her research activities as well as a people-centric learning experience. “The IDM program not only offers me the right set of tools and skills to kick-start the next stage of my career,” she says, “but also enables me to add value through innovation and collaboration with my peers.”

CHACHA DURAZO

“One way or another, I will change the world, and this program will help me do so.”

A mechanical engineer and designer by trait, a chef at heart, and a cat lover through and through, Chacha has one goal in life: to do real and permanent good in this world. “Let the number of people I inspire 200 years from now be the measure of my success,” she says. After earning an engineering degree at MIT, Chacha studied at a culinary school in Italy. She plans to own an Italian restaurant, design the kitchen, run the business, and down the line run for governor and president. “As an undergraduate, I was told that I could solve any problem. I believe an engineer’s way of thinking can effectively achieve much progress in the often bogged-down political system.” When Chacha met with Matt Kressy, she was excited about the flexibility of the program, which allowed for her thesis to be a set of actions for social justice as opposed to a physical product.

“Let the number of people I inspire 200 years from now be the measure of my success.”
hudajaffer

“After completing the IDM program, I hope to inspire, support, and lead social enterprises that will enable future generations to be agents and champions of sustainability in developing nations.”

A designer of products, services, and systems, Huda has a keen interest in user-centric design for solving sustainability and developmental issues. In 2012, she received the Vocational Excellence award from Rotary Bangalore for displaying path-breaking leadership. “Being open minded and eager to learn from and understand every entity surrounding a problem has helped me redefine and expand my role as a designer,” she says. Huda is deeply passionate about building innovative solutions that are socially, environmentally, and financially sustainable. After graduating as a product and user interface designer from Srishti School of Art, Design, and Technology, Huda started as a product designer for SELCO India, and served as a design and sustainability consultant for the Innovation Center for the Poor. As the lead designer and head of urban poverty labs and senior management at SELCO Foundation, she is actively involved in design projects across various underserved user segments, providing solutions that span social, technical, and financial innovations.

talha HASAN

“Developing countries have a different need for design, which I aim to fulfill. Working in design and engineering has taught me a lot about developing a solution from scratch.”

A mechanical engineer from the Ghulam Ishaq Khan Institute of Engineering Sciences and Technology in Pakistan, Talha started his career in the realm of automotive design. In a two-year stint with the firm, he led a team which designed, built and tested a fully autonomous mobile platform which aimed to simulate autonomous emergency braking tests. Performing the duties of a design and manufacturing engineer as well as a project manager, he soon realized that a successful project is a marriage between innovation and successful management. Following up by working at a research lab focusing on developing locally relevant products in Pakistan, he worked on solutions to monitor and distribute drinking water. His primary objective is to learn how to successfully scale practical products and use that knowledge to develop, market, and disseminate those designs in Pakistan. Talha believes that the IDM program will polish his abilities and broaden his horizons. “As Dr. Paul Polak says, ‘Go to where the action is; listen with your soul; and think big. Or don’t bother.’”
MASA NAGATA

“This environment taught me the pleasure of creation, cultivated my imagination, and led me into a design career.”

A samurai from Japan, Masa is the son of ceramic tilers who made buildings aesthetically beautiful and practically useful. After earning a degree in engineering at Kyoto Institute of Technology, Masa worked as a user interface designer with engineers, marketers, researchers, and customers. At Samsung, he realized that design has the potential not only to make products beautiful and easy to use, but also to make people proactive in opening up their side of creativity. He led an integrated design project to create a new smartphone design concept. Masa’s long-term goal is to be a creative bridge to improve lives. “I want to start my own consultancy business, introduce the creative culture to my clients, and enhance their organizations through the power of design.” In the IDM program, he is learning how to integrate design with engineering and business—and gaining the knowledge that will empower him to be an innovative leader.

CHARLES LIN

“I’m passionate about creating crazy ideas. From mobile apps to websites, marketing strategies to new business models, individual robots to home automation systems, innovation is part of my life.”

After earning a dual degree in robotics engineering and mechanical engineering at Worcester Polytechnic Institute, Charles began working at Philips Healthcare as a mechanical design engineer. Soon he became responsible for implementing a fall simulation robot and designing mechanical components for award-winning products. Charles believes that IDM’s multidisciplinary curriculum will help him reach his long-term goal of starting a company. “The aging population is growing tremendously and it will largely affect our society if we don’t handle it properly.” He is working with MIT AgeLab for his research on VR with older adults. Charles knows that proficient engineering knowledge, creative design thinking, and effective business models will determine the success of their applications. During his journey at IDM, he hopes to create the next big thing to help the aging population.
TAMMY SHEN

“An MIT master’s degree in IDM will play an essential role in helping me to achieve my dream.”

Tammy not only is a creative and enthusiastic engineer, but also a caring designer and entrepreneur. With a strong background in human-centered design and mechanical engineering, she is now developing a product based on emotional needs for people with long distance relationships. Prior to MIT, Tammy co-founded Rawant’s Lab with the belief that invention can create a better world—and everyone has the potential to be an inventor. They built an idea crowd-sourcing platform specialized in turning ideas into products and bringing them all the way to the market. Meanwhile, she completed her first master’s degree in Mechanical Engineering at National Taiwan University. Starting from scratch, she created a social robot that enables children with autism to express their inner thoughts. “Developing the functionality, locomotion, and child-appealing exterior has been challenging,” she says, “but the potential to help children makes the effort very rewarding.” Tammy was drawn to the IDM program because of its mission to develop the next generation of multidisciplinary innovators, designers, and thought leaders. Her future goal is to marry her background in and passion for design and engineering and launch a company under her own brand with a focus on designing and producing unique products that help people.

SARA REMSEN

“I have always loved connecting the dots between disciplines. At 11, I asked my dad to teach me how to solder so I could assemble the circuit board for my robot bug.”

A scientist and entrepreneur, Sara is applying human-centered design to augmented and virtual reality. For her master’s thesis, she developed sensor-based AR / VR experiences to inspire curiosity for Tidmarsh, a recently restored wetland, in collaboration with the MIT Media Lab. She has professional experience in early-stage tech startups and design consulting in addition to hands-on founder experience. She is currently launching Waypoint Labs, an augmented reality company that provides technology to augment the human workforce. Prior to Waypoint Labs, she cofounded and then sold the ecommerce company Bellwether Rugs. Sara has a B.A in Biology and Digital Arts from Dartmouth College, where she spent her semesters climbing glaciers in New Zealand, studying birds in Costa Rica, and scuba diving in the Cayman Islands.
MATT R. TUCKER

“We need to redesign our social contract to create an inclusive, human-centered vision of the future. My MIT experience has given me the skills I need to make that happen.”

As a Teaching and Research Assistant at the MIT Design Lab, Matt helps to teach courses and lead projects that use the human-centered design process and cutting-edge technology to solve difficult business problems. He specializes in using strategic design and platform approaches to help companies “future-proof” themselves in these uncertain times. Before coming to MIT, Matt studied sustainable development at UNC-Chapel Hill and won a national championship with the UNC Men’s Crew. After graduation, he built new products and programs at early-stage startups and the Harvard Business School, where he helped to start the Digital Initiative, an organization dedicated to understanding the digital transformation of the economy. As a member of the initial IDM cohort, he is an ardent believer in the program’s compassionate, rebellious culture and its interdisciplinary approach. Matt plans to use the new venture development skills and frameworks he has honed at MIT to help people around the world build a better future for themselves.

MARIA TAFUR

“Through the IDM program, I will continue growing. My heart will beat in a Venn diagram to the rhythm of engineering, design, and a business plan.”

Her insatiable curiosity and preference for mechanisms led Maria to pursue a mechanical engineering degree and a master of engineering at Universidad de los Andes, Colombia. While supporting the production of wind- and hydro-chargers for military applications, Maria was inspired by the needs of people living in remote communities and her desire to contribute to their prosperity and growth. “Most of the people living on top of huge oil reserves are the same disadvantaged ones that inspired my work in alternative energy,” she notes. An engineer by choice, a designer by heart, and a manager by luck, she wants to dedicate her life to the art of producing appealing, functional, and accessible products. Working as a wireline engineer for Schlumberger enabled Maria to enlarge her ambition of creating a reputable brand of energy-efficient products. “Curiosity and perseverance brought me to this point, and will help me bring sustainable solutions to the world” says Maria.
KEVIN YUEN

“Everyone has great ideas, but what truly sets a great entrepreneur apart is the adaptability and resilience in an idea’s execution.”

“I’m motivated to build ventures that transform slow and mature sectors with user-centered design.” After pursuing a dual-degree in medical sciences and business administration, Kevin worked at Innosight, an innovation and strategy consulting firm founded by Clayton Christensen, advising clients on the development of new growth strategies and business models across a wide range of industries spanning from consumer packaged goods to aerospace and defense. Kevin was also recently selected as an IDEO fellow at the Future of Food CoLab, a collaborative incubator with MIT Media Lab and Target to prototype new ventures in urban farming & food transparency with emerging technologies like spectroscopy, microbiome engineering and augmented reality. He has learned through these experiences that leading transformation requires more than just strategic foresight, but also the agility to experiment, fail and learn quickly. During his free time, Kevin designs and manufactures protective gear for caregivers of aggressive children with autism that has been featured at the Boston Museum of Science and on CNN. A former competitive lifeguard and member of the Toronto Symphony Youth Orchestra, Kevin strongly believes in a multi-disciplinary approach to foster creativity and inspiration in high-performance teams.

SOPHIA YANG

“Working with a diverse group of people interested in the crossroads of all three fields in an open experimental context allows me to develop the skills I need to become a successful, design-minded business leader.”

Sophia is a creative problem solver who continues to discover opportunities to create more effective solutions to the problems people face every day. While studying at the Rhode Island School of Design, Sophia developed a process-driven design philosophy: ask deep questions, understand stakeholders’ needs, and work through many design iterations to reach the most effective solution. “Great products are a dance among business, engineering, and design,” she notes, “with the contributions of one flowing indistinguishably into the other.” After graduation, her passion to understand how a product ecosystem provides value to society and her goal of bringing technology closer to people led her to work as a user experience designer, her clients included Akamai, Salesforce, Novartis, Bloomberg, EMC and Docker. Sophia’s curiosity about the ever-changing technological landscape and her mission to improve the product design and development process via cross-disciplinary collaboration brought her to the IDM program at MIT.
FIRST YEAR STUDENTS
EXPERIENCE
Guillaume was born and raised in France. He earned a Bachelor in Applied Mathematics at Orsay University and a Masters in Management at HEC Paris.

HIS WORDS
“Software is already integral in product design and will change the way we see the world,” Guillaume explains. “I want to dedicate my life to building innovative products and wonderful user experiences that will have a positive impact on our society.”

SUNEETA KARRI ’16

EXPERIENCE
Suneeta’s background in computer science engineering and her specialization in toy and game designing have fueled her passion for working with new technologies.

HER WORDS
“Learning is an intrinsic and continuous process in life that shouldn’t be limited by age,” Suneeta says. “And learning techniques have a huge impact, because they can break a person’s interest in the subject or can help them reach new heights.”

ALEX KLEIN ’16

EXPERIENCE
Alex is an experienced ethnographic researcher and design strategist. He studies different microcosms of people (e.g. breastfeeding moms, pharmacists, retirees) to develop a deep understanding of their lives.

HIS WORDS
“It’s my job,” Alex says, “to make sure the best ideas make it out alive.”

GUILLAUME DEFRANCE DE TERSANT ’16

EXPERIENCE
At New York University, she designed her own curriculum in studio art, business, and philosophy. She also studied at Parsons School of Design Milano Graduate School in New York.

HER WORDS
“Mr. Kressy’s integrated approach to engineering, business and design resonated with how businesses should operate and the hands-on lab experience makes the program unique. This model should be adopted in corporations as a C-Suite group leading strategy.”

LAURA FACUSSÈ ’16

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LAURA FACUSSÈ ’16
**EXPERIENCE**

An electrical engineer turned software geek, Prateek has a passion for solving problems. At Microsoft, Prateek and his team were responsible for the entire product development process — identifying client needs, turning needs into design prototypes, and then building and deploying the final products. As a result, Prateek developed a strong understanding of what it takes to go from ideation to product execution.

**HIS WORDS**

“I’m obsessed with technology and design,” he says, “specifically in marrying the two to create a product.”

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**EXPERIENCE**

Meghan is an architect and designer whose work considers human experience, the built environment, digital fabrication, and materials science.

**HER WORDS**

“To achieve a broader impact,” Meghan says, “I’m learning how to design products that meet a business objective while creating social value.”

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**EXPERIENCE**

With a background in applied research and business development, Jonathan seeks to drive concepts toward the marketplace. He has developed award-winning technical projects in computer science, mathematics, and chemistry, and was a researcher at a defense/health nonprofit facility.

**HIS WORDS**

“We developed several ideas into tech-driven companies by leveraging the right combination of ‘bits, atoms, and brains.’”

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**EXPERIENCE**

Pratik has designed products such as a home-scale biogas digester that runs on food waste and an off-grid submersible irrigation pump that uses compressed air. He has worked extensively with people with visual impairment trying to address why most technology has not been accessible to people with disabilities.

**HIS WORDS**

“Engineers, designers, and business people working together can inspire each other to create better solutions more smoothly.”
EXPERIENCE
Since childhood, Kamin has been crazy about technology and design. After graduating with a degree in computer engineering, he led many product development projects.

HIS WORDS
“The IDM program immerses me in the human-centered design principle and enables me to make new friends who share the same belief.”

KAMIN PHAKDURONG
’16

EXPERIENCE
After receiving a degree in American Studies – a blend of psychology and legal courses – from the University of California at Berkeley, Anna began her career working with underprivileged youth in San Francisco. Anna rediscovered her creative side and began taking art and design courses. This led to a career pivot to eBay where Anna worked as a UX designer and then to Chegg as a Lead UX Designer.

HER WORDS
“One of my dreams,” Anna says, “is to travel to developing countries and use design to create a positive impact on the world.”

ANNA MARIA PHAN
’16

EXPERIENCE
After graduating from the National University of Singapore, Pushpa worked on a smart cycle “cyclometer” for the elderly as part of the iNEMO design challenge and won third place.

HER WORDS
“I love to ideate,” says Pushpa, “and IDM is challenging me to create products that are not only functional, but also aesthetically appealing and marketable.”

PUSHPALEELA PRABAKAR
’16

EXPERIENCE
At Rice, Fahad majored in Mathematical Economic Analysis while indulging in theatre and history classes. At Deloitte, he dipped his toes outside of traditional management consulting roles.

HIS WORDS
“These projects enabled me to see that a mix of human-centered and data-driven decisions creates robust business models and services.”

FAHAD PUNJWANI
’16
EXPERIENCE
During his career as a computer graphics artist at companies like Industrial Light and Magic, John has created animation and visual effects on popular franchises such as Star Wars, The Matrix, Star Trek, Lord of the Rings, and Game of Thrones.

HIS WORDS
“My goal is combine my previous experience with what I’m learning at MIT in order to create products and services for a diverse range of users from astronauts to kids with dyslexia and other learning differences.”

ATTIA QURESHI

EXPERIENCE
Attia grew up loving to paint, build things, and solve problems. After attending the Ross School of Business at Michigan, she backpacked through New Zealand and Australia for several months to feed her need for adventure and immersion into other cultures.

HER WORDS
“My hope is to work with people diverse in experience and perspective to add impact and beauty to the world.”

MATTHEW ROSEN

EXPERIENCE
After graduating from Tufts University with a bachelor of science degree in mechanical engineering, Matt led and supported teams for four years at Global Good/Intellectual Ventures Laboratory near Seattle.

HIS WORDS
“I’m interested in the intersection between emerging markets and emerging technologies,” says Matt. “It’s an area where interdisciplinary thinking has great potential to create impactful change.”

PRERNA SEKHRI

EXPERIENCE
Prerna grew up in New Delhi, India, and earned her BA in economics and political science from Yale University. After graduating from college, she worked as a management consultant with various departments of the Indian government on projects that included strategic organizational visioning and design, drafting public policy, and management and technology transformation.

HER WORDS
“My hope is to work with people diverse in experience and perspective to add impact and beauty to the world.”

JOHN STILLMAN

EXPERIENCE
During his career as a computer graphics artist at companies like Industrial Light and Magic, John has created animation and visual effects on popular franchises such as Star Wars, The Matrix, Star Trek, Lord of the Rings, and Game of Thrones.

HIS WORDS
“My goal is combine my previous experience with what I’m learning at MIT in order to create products and services for a diverse range of users from astronauts to kids with dyslexia and other learning differences.”
IZABELA WITOSZKO ’16

EXPERIENCE
From a very early age, Izabela became fascinated by how the world works. And that’s why at the age of 16, she moved from Poland to London to study and pursue her dreams.

HER WORDS
“Everyday I ask myself: How can I create new products and services that will empower people, so everyone can be independent, have equal opportunities, and contribute to creating a more meaningful world?”

JIN WU ’16

EXPERIENCE
By the age of 11, Jin had fast-tracked in math to the college level. She graduated from the University of Toronto with a degree in electrical and computer engineering, studied art and design at the CyberARTS program in Toronto, and took business training at two summer programs at MIT.

HER WORDS
“Ambidextrous and synesthetic in nature, I have always been interested in the intersection of multiple disciplines,” Jin says. “The IDM program provides the ideal opportunity for me to integrate three careers (a mobile network engineer, social entrepreneur, and graphic designer) into one.”

LEI XIA ’16

EXPERIENCE
Lei is a product fanatic and a designer of user experience, industrial products, and enterprise systems.

HIS WORDS
“Design is illumination,” Lei says. “It lights up the path toward solutions to complicated issues and methods to overcome obstacles—great design always leads to great results.”

YANGYANG YANG ’16

EXPERIENCE
Yangyang is a designer who graduated from Hong Kong Polytechnic University with a degree in product design.

HER WORDS
“The purpose of design is not confined to a useful, usable, or desirable product or solution,” says Yangyang, “but to help people pursue a better life.”
EXPERIENCE
After earning a bachelor degree in architecture and pursuing graduate studies at Tsinghua University in China, she and her friends founded Pacee, an educational platform devoted to building relationships between individual designers and public participation.

HER WORDS
“I truly believe in the potential of the human heart.”
Matthew S. Kressy, founding director of the MIT Integrated Design & Management (IDM) master’s degree program, is an expert in product design and development. As an entrepreneur and founder of Designturn, he has designed, invented, engineered, and manufactured products for startups, Fortune 500 companies, and everything in between.

Kressy believes in interdisciplinary, design-driven product development derived from deep user research, creative concept generation, and rapid prototype iteration. He is passionate about teaching this approach to the design process. In fact, since 1999, Kressy has co-taught collaborative courses in product design and development at top design and business schools including the MIT Sloan School of Management, the Rhode Island School of Design (RISD), and Harvard Business School.

As IDM director, Kressy leads curriculum development and teaches the track’s primary and required courses. He holds a BFA in industrial design from RISD.
ANDY MACINNIS  TECHNICAL INSTRUCTOR

Even before Andy MacInnis went to college, his life was full of creative pursuits—from constructing his first train sets, plastic models, bicycles, and tree forts through to garage boat building and art classes. The Rhode Island School of Design set fire to the designer in him and gave a purpose to his burgeoning skills. Upon graduating, he joined a team of seasoned builders to create world-class racing boats, fabricating components from composite materials. That led to an apprenticeship with a designer/engineer who gave MacInnis an old-school foundation in model-making and prototyping for product design. With a move to Boston, MacInnis entered the mainstream of design as the shop manager at the area’s largest firm, where he created a professional shop and implemented best practices. Newfound confidence and a desire to be challenged prompted him to found Monster Prototype, which over a period of 10 years grew into the go-to model and prototype firm in the Boston area. Clients included designers and manufacturers in the consumer product, medical, footwear, and sports industries. His product development work led to his involvement in soldier-worn protective equipment, resulting in the introduction of several groundbreaking products for industry leaders. All of this experience is now making its way to MIT’s IDM students by way of hands-on workshops, where dirty hands are expected. And, when he’s not at home with his young family, MacInnis finds restoring cars, bicycles, furniture, and houses competes for time with his love of small boats.

STEVEN D. EPPINGER  FACULTY CO-DIRECTOR

Steven D. Eppinger is a professor of management science at the MIT Sloan School of Management. He is the faculty codirector of System Design & Management, a program that features master’s degree tracks in integrated product development and in complex system development. Eppinger teaches courses in product design and innovation, engineering project management, and product management. Notably, he has created an interdisciplinary product development course in which graduate students from engineering, management, and industrial design programs collaborate to develop new products. He also teaches Sloan MBA and executive programs. He is the co-author of a leading textbook, Product Design and Development (McGraw-Hill), which is now in its sixth edition. A highly recognized scholar in the area of product development and technical project management, Eppinger helped pioneer the widely used Design Structure Matrix (DSM) method for managing complex system projects. He is also the co-author of a book based on DSM research, Design Structure Matrix Methods and Applications (MIT Press). Eppinger received S.B., S.M., and Sc.D degrees from MIT’s Department of Mechanical Engineering before joining the MIT faculty in 1988. He has received many awards and honors.
Michael A M Davies is the founder and chairman of Endeavour Partners, a boutique business strategy consulting firm that enables leaders in high-tech businesses and businesses being affected by technology worldwide to create value and drive growth through innovation. Endeavour Partners helps its clients anticipate, navigate, and innovate through insight and foresight in order to make better strategic decisions. Its clients include nearly all of the top-tier device vendors, network operators, service providers, and semiconductor businesses. Beyond high-tech, its clients include some of the world’s leading e-commerce, information services, oil and gas, packaging and logistics, businesses, along with world-class sports teams.

He is an expert on the connections between technology, innovation, product development, consumer choice and behavior, the adoption and diffusion of new products, intellectual property, and the emergence and evolution of platforms and business ecosystems. Michael has spent his career helping top management make strategic decisions and drive innovation. Nowadays, he is focused on the rapid shift toward smartphones, cloud services, the Internet of Things, artificial intelligence, and robotics, particularly the forces driving this shift and its impact and implications over the next few years.

Lennon Rodgers is a mechanical engineer with a passion for design, teaching, and research. Though he started out as a confused art student, he ended up earning a BS from the University of Illinois at Urbana-Champaign and ultimately an MS and a PhD from MIT—all in mechanical engineering. He worked for three years at the Jet Propulsion Laboratory managed by the California Institute of Technology, where he specialized in ground- and space-based telescopes. His research at MIT centers on modeling, designing, building, instrumenting, and testing complex systems. These range from a miniature docking port for an International Space Station test bed to an electric motorcycle for the world’s oldest motorcycle race. He has spent more than two years teaching design courses, creating maker spaces, and performing design-related research in Germany, India, Russia, Singapore, and Switzerland.