



Graduate Seminar (EEL 6936)
Department of Electrical Engineering
http://ee.eng.usf.edu/Grad_Seminar

Mr. David Wright

Global Engineering Service Delivery Leader, The Nielsen Company
Friday, October 25th, 2013, 12:55-1:55 p.m.
Chemistry Building, Room 111 (CHE 111)

Innovation, One Engineer's Perspective

Abstract

This talk will focus on the need for innovation. For example, what are the key concepts and skills needed to successfully innovate while working at a large global company? The speaker will also talk about his experiences and lessons learned.

Biography



As the Global Engineering Service Delivery Leader, Mr. Wright is responsible for television, on-line, telecommunications, advertisement effectiveness, neuro-focus, and buy production global electronic measurement platforms. In particular, his key accountabilities include delivering innovative solutions to drive client and Nielsen growth, improving quality, scalability, and on-time delivery performance, and driving platform convergence. Mr. Wright joined Nielsen in 1997 and has successfully led many critical engineering electronic measurement initiatives. Prior to joining Nielsen, he worked for ten years in the areas of software development and engineering research at United Technologies, culminating in being named Associate Technical Fellow. He received his BS degree in Computer Engineering from the University of Florida. He also holds numerous patents with several more pending.