The “New” New York City Economy: 
Growing and Leveraging Tech Disruption

15 October 2013 | 8 a.m. – 2:30 p.m.
Fordham University Lincoln Center Campus
McNally Amphitheatre | 140 W. 62nd St. | New York City

Fordham Graduate School of Business Administration
Business and the City Series

The “New” New York City Economy

A new economic paradigm is fast emerging for cities in the 21st Century. New York is a prime example: Its business culture is in the process of reinventing itself based on a series of disruptive technologies and radical new concepts, encompassing everything from transportation to work environments to finance to education. New products and services—and fundamentally new ways of conducting business—are rapidly altering New York’s economy.

Cutting-edge technologies, social media, outsourcing, and automation have produced a flatter, more transparent world, making it far easier for entrepreneurs to create products, raise capital, find suppliers, and access the marketplace. At the same time, the urban workforce is being reshaped, as telecommunications and the 24/7 global economy have blurred the line between work and home. Meanwhile, retail continues to move online, the media continue to retreat from paper, and capital continues to flow into ever more efficient, less labor-intensive business models.

Business and the City Series

In March 2013, Fordham’s Graduate School of Business Administration launched a new series of conferences: Business and the City. The first conference focused on rethinking urban infrastructure in the aftermath of Hurricane Sandy. Today’s conference is the second part of the Business and the City Series. This series of discussions addresses the influence, responsibility, and consequences of business enterprise in the city, and seeks to organize, inspire, and sustain dialogue focusing on future possibilities for New York City and the role that business can, should, and must play in its evolving history.

Follow the discussion with @GBAFordham on Twitter at #biznyc
Agenda

8 a.m.  Registration and Continental Breakfast

8:30 a.m.  Welcome and Framing the Discussion
David A. Gautschi, Ph.D., Dean, Graduate School of Business Administration, Fordham University

8:45 a.m.  Thinking Outside the Urban Box
Esther Dyson, Chairman, HICcup/EDventure
A conversation about how technology is reinventing the economies of cities and the day-to-day lives of urban dwellers, and how it will affect work, transportation, healthcare, and family life.
This session is sponsored by Fordham’s Department of Information Systems.
Professor Evangelos (Evan) Katsamakas, Ph.D., will introduce the session.

9:35 a.m.  Infrastructure Redefined: Future Building Systems, Urban Farming, and Tech Communities
Anna Dyson, Director, Center for Architecture Science and Ecology, Rensselaer Polytechnic Institute and Skidmore, Owings & Merrill, LLP; Professor, School of Architecture, Rensselaer Polytechnic Institute
Gwen Schantz, Chief Operating Officer/Co-Founder, Brooklyn Grange
Jessica Lawrence, Executive Director, NY Tech Meetup
How can we rethink future building systems? What is the potential of urban farming? And what is the role of “grassroots” communities within the “New” New York Economy?
This session is sponsored by Fordham’s Department of Communication and Media Management.
Professor Bozena I. Mierzejewksa, Ph.D., will introduce the session.

10:40 a.m.  Disrupting Education
Joel Klein, Chief Executive Officer, Amplify; Executive Vice President, News Corp
Joseph M. McShane, S.J., President, Fordham University
What are the forces driving the future of education, both for K-12 and higher ed? How will online education impact traditional bricks-and-mortar classrooms? And how will these trends redefine the relationship between New York’s universities and its business community?
This session is sponsored by the Fordham Center for Digital Transformation.
Professor Evangelos (Evan) Katsamakas, Ph.D., will introduce the session.

11:30 a.m.  Lunch

12:30 p.m.  The “New” NYC Media
Eason Jordan, Adviser/Investor, NowThis News; Former CNN Chief News Executive
Errol Louis, Political Anchor, NY1 News
A discussion about new media and their impact on the reporting and dissemination of news to an increasingly technologically savvy and information-obsessed public.
This session is sponsored by the Fordham Center for Communications.
Professor Bozena I. Mierzejewksa, Ph.D., will introduce the session.

1:20 p.m.  Financing and Executing Disruption
Fred Wilson, Partner, Union Square Ventures
Peter Weijmarshausen, CEO and Co-Founder, Shapeways
Venture capital has profoundly affected New York’s economic growth since the 1990s, helping to spur revolutionary change in areas ranging from e-commerce to social media to 3-D printing, which is helping to revive New York’s manufacturing sector. What do these developments mean for New York’s economic future?
David A. Gautschi, Ph.D., will moderate.

2:10 p.m.  Closing Remarks and Next Steps
David Gautschi, Evan Katsamakas, and Bozena Mierzejewska

2:45 p.m.  Networking Reception  Atrium, Plaza Level, Lowenstein Center
Speakers and Panelists

Anna Dyson
Director, Center for Architecture Science and Ecology (CASE), Rensselaer Polytechnic Institute and Skidmore, Owings & Merrill, LLP; Professor, School of Architecture, Rensselaer Polytechnic Institute

Anna Dyson teaches design, technology, and theory at the School of Architecture at Rensselaer. She is the founding Director of CASE (2007-present) which hosts the Graduate Program in Architectural Sciences / Built Ecologies. CASE is committed to bridging diverse worlds by proposing a new collaborative model for building research that unites interdisciplinary academic research with building and development practices. The consortium attempts to achieve this collaborative model without the schism that has typically divorced building science pursuits from the aesthetic, social and conceptual aspirations of architectural design inquiry. Dyson has been recognized with multiple awards for her designs and innovations, and her work has been exhibited internationally at venues including the Museum of Modern Art (MoMA), The World Future Energy Summit (WFES), The Center for Architecture and the Postmasters Gallery. Dyson holds multiple international patents for building systems inventions and is currently directing interdisciplinary research funded by the National Science Foundation (NSF), the U.S. Department of Energy (DOE), the New York State Energy Research and Development Authority (NYSERDA), and the New York State Foundation for Science, Technology and Innovation (NYSTAR) to develop new building systems that integrate advances in science and technology from diverse research fields.

Esther Dyson
Chairman, HICCup/EDventure

Esther Dyson (@edyson, @HICCup_co) is chairman and founder of HICCup.co, or Health Initiative Coordinating Council. HICCup is an open-source initiative devoted to defining and testing a business model for investing in health (not healthcare), and will run a five-year contest among five communities competing for the greatest overall improvement in health. Aside from that, her primary activity is investing in and nurturing start-ups, with a recent focus on health care and aerospace. Some of her investments include 23andMe, Crohnology, Evernote, Meetup, Omada, Square, Voxiva, XCOR Aerospace and Yandex. From October 2008 to March 2009, she lived in Star City outside Moscow, Russia, training as a backup cosmonaut.

David A. Gautschi, Ph.D.
George N. Jean Professor of Marketing and Business Economics and Dean, Graduate School of Business Administration, Fordham University

David Gautschi’s career has spanned both academia and business. He has served on the faculties of Cornell, INSEAD, Yale, the University of Washington, and Rensselaer Polytechnic Institute, and has founded three companies in software development and marketing analytics. As a firm director, he served from 1999 to 2003 as one of six leaders of the e-business practice of Deloitte & Touche, LLP. Gautschi has published extensively on issues ranging from transportation mode choice, the optimization of marketing decisions and the economics of retailing and services, to technology and business. He has also developed a series of market simulations that have been used in both MBA and executive programs. His current projects include a monograph on the unintended economic consequences of technological innovations and the analysis of risk taking in groups comprised of decision-makers from different cultures. Dean Gautschi earned his B.A. from the University of Maine, his M.B.A. from the University of Oregon, and his Ph.D. from the University of California, Berkeley.
Eason Jordan
Adviser/Investor, NowThis News; Former CNN Chief News Executive

Eason Jordan is an adviser and investor at NowThis News, a mobile, social video news network he helped launch and lead as its founding general manager. Previously, he co-founded and served as CEO of Poll Position, a news, market research, and social media company. From 2005 until 2010, Jordan headed Praedict, a provider of insights the world’s most challenging regions. Before launching his companies, Jordan worked for 23 years at CNN, where he rose through the ranks to become chief news executive and president of newsgathering and international networks. He oversaw CNN’s news coverage, international outlets, global expansion, and international relations. Jordan’s journalistic honors include Emmy Awards, Peabody Awards, Edward R. Murrow Awards, Headliner Awards, ACE Awards, The Robert F. Kennedy Journalism Award, The Vanguard Award, and the Livingston Award. He is a member of the Council on Foreign Relations, the Committee to Protect Journalists, and the ONE Campaign.

Evangelos (Evan) Katsamakas, Ph.D.
Associate Professor and Area Chair of Information Systems, Associate Director, Center for Digital Transformation, Fordham Schools of Business; Conference Organizer

Evangelos (Evan) Katsamakas is associate professor and area chair of Information Systems for Fordham’s Gabelli School of Business and Graduate School of Business. He is also the associate director of Fordham’s Center for Digital Transformation. His research analyzes the business and economic impact of digital technologies, focusing on digital strategy, digital transformation, tech startups, networks and platforms, and open innovation. Katsamakas’ research has appeared in Management Science, Journal of MIS, System Dynamics Review, International Journal of Medical Informatics, and other major academic journals, conference proceedings and books. Katsamakas teaches a variety of graduate and undergraduate business school courses including E-business Strategies and Applications, Cloud Computing, Tech Startups, Systems Development, Systems Analysis and Design. He holds a Ph.D. from the Stern School of Business, New York University and a M.Sc. from the London School of Economics.

Joel I. Klein
CEO, Amplify; Executive Vice President, News Corporation

Joel Klein, CEO of Amplify and executive vice president of News Corporation, is an education visionary and proven leader of change. Prior to this, Klein was chancellor of the New York City Department of Education, where he oversaw a system of 1.1 million students, 136,000 employees, and a $22 billion budget. While there, he pioneered system-wide transformations that led to the opening of hundreds of new schools and increased New York City’s high school graduation rate by more than 40%. Klein also served as the former chairman and CEO of the media company Bertelsmann, Inc., the assistant U.S. attorney general in charge of the Antitrust Division of the U.S. Department of Justice, and the deputy White House counsel to President Clinton. Klein graduated magna cum laude from Columbia University and Harvard Law School.

Jessica Lawrence
Executive Director, NY Tech Meetup

Jessica Lawrence is the executive director of NY Tech Meetup (NYTM), the largest Meetup in the world and a 34,000-member non-profit organization helping to build a sustainable and diverse technology industry in New York. Prior to her work with NYTM, Lawrence was the CEO of Girl Scouts of San Gorgonio Council in Southern California, where she supported a community of 75 staff, 5,000 volunteers, and 15,000 girls. Under her leadership, Girl Scouts of San Gorgonio Council was selected by The Non-Profit Times as one of the fifty best non-profits in the country to work for. Her writing has been featured on the Harvard Business Review blog, Forbes.com, The Next Web, The Daily Muse and in a weekly column in The Press-Enterprise.
Errol Louis
Political Anchor, NY1 News

Errol Louis is the political anchor of NY1 News, where he hosts "The Road to City Hall," a nightly prime-time show about New York City politics. During the 2013 campaign season, he moderated more than 12 mayoral debates. Louis is also co-editor of *Deadline Artists*, a two-volume anthology of America’s greatest newspaper columns. Before joining NY1, Louis was a *Daily News* columnist from 2004 to 2010, writing on a range of political and social affairs and serving on the paper’s editorial board. He also hosted a weekday talk show on AM1600 WWRL and was named the city’s Best Columnist & Radio Show Host by the *Village Voice* in 2010. Louis is a CNN Contributor and teaches political reporting at the City University of New York Graduate School of Journalism. Louis holds degrees in Political Science from Harvard and Yale and a J.D. from Brooklyn Law School.

Bozena I. Mierzejewska, Ph.D.
Assistant Professor of Communication and Media Management, Fordham Schools of Business; Conference Organizer

Bozena I. Mierzejewska is an assistant professor of communication and media management at the Fordham Schools of Business. She holds an M.A. in economics from Warsaw School of Economics in Poland and a Ph.D. in management from the University of St. Gallen in Switzerland. Mierzejewska’s research and teaching focuses on media management and digitization, and its impact on media organizations and media workers. She is a recipient of the 2010 Sherman Teaching Award and the post-doctoral Marie Curie Fellowship. She presently is the editor of *JMM – The International Journal on Media Management*, one of the leading academic publications in this area. She also serves on the editorial boards of the *Journal of Media Economics*, the *Central European Journal of Communication* and *The International Journal on the Book*.

Gwen Schantz
Chief Operating Officer/Co-Founder, Brooklyn Grange

Gwen Schantz is a co-founder and the chief operating officer at Brooklyn Grange, a renowned urban farming business based in New York City. She leads the company’s consulting and design/installation services, as well as focusing on new projects and business development. Schantz spent much of her childhood in her parents’ western Massachusetts vegetable garden, and went on to work on small organic farms in New York State while she was a student at Vassar College. Her professional background is in international sustainable development and environmental program development, and she is a co-founder of the Bushwick Food Cooperative and CSA as well as City Growers, a New York-based food and farm education program for children and young adults.

Peter Weijmarshausen
CEO and Co-Founder, Shapeways

Peter Weijmarshausen is the CEO and co-founder of Shapeways, the world’s leading 3D printing marketplace and community. Prior to Shapeways, Weijmarshausen was the CTO of Sangine, where he and his team designed and developed satellite broadband modems. Weijmarshausen was also director of engineering at Aramisika, where he was responsible for delivering a business broadband service via satellite. Earlier in his career, he worked as ICT manager for Not a Number where he facilitated the adoption of the widely successful open source 3D software Blender.
Fred Wilson
Managing Partner, Union Square Ventures

Fred Wilson has been a venture capitalist since 1987. He currently is a managing partner at Union Square Ventures and also founded Flatiron Partners. Wilson holds a bachelor’s degree in Mechanical Engineering from MIT and an M.B.A. from The Wharton School of Business at the University of Pennsylvania.

Dobin Yim, Ph.D.
Assistant Professor, Information Systems, Fordham Schools of Business

Dobin Yim is an assistant professor at the Fordham Schools of Business. He studies how social media and online communities influence people and organizations, conducting investigations in the context of social-value creation such as charitable giving and environmental sustainability. Yim earned his Ph.D. from the University of Maryland, an M.B.A. and M.S. from the University of California - Irvine, and an M.S. and B.S. from Brown University. He has more than 10 years of industry experience in IT fields, specializing in enterprise systems implementation for companies such as Limited Brands, Hewlett Packard, SAP America, Intel, and Microsoft.