

Speaker: Kenneth P. Morse, *Senior Lecturer and Managing Director, MIT Entrepreneurship Center*

Biography

Ken Morse leads the MIT effort to train leaders to bring innovative concepts and technologies to market and build successful high tech startup businesses. Based at the MIT Sloan School of Management, the MIT Entrepreneurship Center has the mandate to teach High Tech Entrepreneurship and to foster research and collaboration, Institute-wide. The student-run \$50K Entrepreneurship Competition, as well as enrollment in New Enterprises and the Entrepreneurship Laboratory Courses, are open to students from Engineering, Science, and Management, encouraging multidisciplinary teamwork. Morse joined MIT in 1996 after 25 years as a serial entrepreneur helping launch six high-tech ventures. His batting average is 83%: of these six companies, 5 did well; only one was a total disaster.

Between 1982 and 1996, Morse held a number of strategic positions in a venture-backed startup, Aspen Technology, Inc., which commercialized process modeling software originally developed at MIT. He initially crafted the company's global strategy and secured early customers in Europe and Asia. As a member of AspenTech's Board of Directors from 1986 until 1995, he focused on AspenTech's entry into new global markets, including high value applications of their enterprise software. From 1992 to 1996, he resided in Brussels as AspenTech's Managing Director for Europe, Middle East and Africa where he opened and managed new offices in France, Germany, Italy, Switzerland and South Africa, as well as integrating the various European businesses acquired by AspenTech.

After a highly successful initial public offering (IPO) in October 1994, AspenTech grew to 1600+ employees worldwide, with revenues exceeding \$150 million.

Ken's interest in international high tech ventures began at MIT, where he graduated with a BS in Political Science in 1968. Following graduation, as President of AIESEC-US and an International Advisory Committee Officer for this global business student exchange program, he traveled widely on behalf of AIESEC before entering Harvard Business School. Morse received his MBA with honors in 1972 and joined Schrodgers, the UK-based merchant bank, where he worked directly for Jim Wolfensohn, now President of the World Bank.

In 1975 Morse formed a trading company under the aegis of Chase Manhattan Bank to assist U.S. technology-based companies to enter emerging Asian markets. He lived in Beijing for five years during the latter half of the Cultural Revolution. As President of Chase Pacific Trade Advisors, he assisted IBM, General Motors,

Hughes Aircraft, Measurex, Mine Safety Appliances, and Waters Associates to enter China and other developing markets.

In 1980, Morse relocated to Silicon Valley as a founding member of 3Com Corporation, where he was employee #8. He helped raise 3Com's initial venture funding and served as the first head of sales, marketing, and planning. After a successful launch he returned to the Boston area where he has been a founder of several other MIT-related startup ventures including Applied Expert Systems, Inc. (a spinout from Index Systems), Organogenesis, and others.

Ken is a member of the Council on Foreign Relations, the Cercle Royal Gaulois Artistique & Litteraire (Brussels), and the Quissett Yacht Club. Prior to moving to Brussels, Ken was a member of the Board of the MIT Enterprise Forum of Cambridge®. He currently serves on the Board of its parent the MIT Enterprise Forum. Ken is a member of the Board of Advisors of three early stage Venture Capital Firms: Capricorn Venture Partners (Belgium), Polytechnos Venture-Partners (Munich), and Orchid Partners (Boston).

He served as the Émile Bernheim Visiting Professor in Entrepreneurship at the Solvay Business School, Université Libre de Bruxelles (ULB) (Brussels, Belgium) for the academic year 2001-2002. He is currently a visiting professor at the University of Ulster (Belfast).

Mass High Tech named Ken "High Tech All-Star" for his contribution to entrepreneurship education.

When time permits, Ken and his family enjoy tennis and sailing their wooden boat.