A very cordial welcome to the first Mike Loya Center for Innovation and Commerce International Research Symposium on INNOVATION. The Mike Loya Center was established to discover, study, develop, and deploy innovations to the world of commerce, at the natural nexus between our Colleges of Business Administration and Engineering. To this end, we have redoubled our focus on interdisciplinary research and cross-education, and broadened our vision to be inclusive of all academic and professional disciplines that may contribute to realizing this goal. Our Symposium today is the first expression of this renewed emphasis - your participation and contributions focused on innovation are very welcomed and powerful drivers of discovery and collaboration that will define its success as a new international forum on innovation.

Though we have had a long-standing discourse on innovation and its manifestations in our research, I continue to be amazed and delighted to find the breadth, depth and richness of inquiry and dissertation on this topic, that have emerged right here at our own institution – and be able to examine its alignment with similarly compelling research from across the globe. This is the beauty and significance of forums like ours, that can bring the creators of these ideas together to build new awareness and understanding, define new avenues of collaboration, and ultimately highlight new paths of discovery that are illuminated by our collective knowledge and experience.

I want to express my most heartfelt thanks to our distinguished visiting researchers from China and Mexico, esteemed scholars from the Colleges of Engineering, Business Administration and Science, colleagues from our Office of Technology Commercialization and the Office of Research and Special Projects, all the students and faculty who participated in our poster session, the dedicated UTEP support staff who have prepared our venue, food and beverages for today, and my devoted and faithful staff at the Mike Loya Center and for their generous and extraordinary support of this symposium.

I wish you all the very best, and hope you enjoy our proceedings today!

Michael S. Garcia
Director, Mike Loya Center for Innovation and Commerce
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<td>Engineering together sustainable communities through innovation and international collaboration.</td>
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**AGENDA**
CLAUDIA GONZALEZ-BRAMBILA
Claudia González-Brambila is professor in the Department of Business Administration at Instituto Tecnológico Autónomo de México (ITAM). Dr. González-Brambila is an expert in Science and Technology Policy, has studied the determinants of research productivity and the impact of governmental programs on innovation. She received her PhD in Engineering and Public Policy from Carnegie Mellon University (CMU). She is member of the Mexican System of Researchers (SNI).

“The Scientific Impact of Innovation in Developing Nations”

ABSTRACT
This paper analyzes science productivity for nine developing countries. Results show that these nations are reducing their science gap, with R&D investments and scientific impact growing at more than double the rate of the developed world. But this “catching up” hides a very uneven picture among these nations, especially on what they are able to generate in terms of impact and output relative to their levels of investment and available resources. Moreover, unlike what one might expect, it is clear that the size of the nations and the relative scale of their R&D investments are not the key drivers of efficiency.

KEYWORDS: Scientific productivity, developing countries, R&D investment.

HONG CHENG
Hong Cheng, Professor, Ph. D. in Economics, is Dean of Institute of Quality Development Strategy for Wuhan University, Director of China Enterprise Survey and Data Center and Director of Management Committee of China Employer-Employee Survey (CEES). He is also Visiting Scholar of Stanford University (2016-2017) and Hong Kong University of Science and Technology (2014). He now serves as Guest Editor of International Journal of Conflict Management and the Funding Editor of Journal of Macro-Quality Research. His research interests encompass China’s economic transition, quality of economic development, product quality governance and regulation, and entrepreneurship and innovation. He received the First China Quality Award Nomination from the Chinese government in 2013.

“New Product Development and Company Success in China”

ABSTRACT
Using the China Employer-Employee Survey (CEES) data, this presentation analyses the effects of new product development in firms’ efficiency. We find that, in comparison with
R&D innovation which is far from the actual market demand, new product development based on the changes of consumers’ preference will have more positive effects on firms’ performance. According to the theoretical mechanisms such as Bloom, Reenen and Jones (2017) and Aghion and Howitt (2014), new product development can make elasticity of demand lower, and realize the return to scale based on the increasing marginal return of innovation. It means that, the new product development may be quite different with R&D innovation. To verify our hypotheses, we classify firms into three types of innovation behaviors: R&D innovation without new product development, new product development without R&D innovation, and the firms with both new product development and R&D innovation. With firms without any two innovation behaviors as the control group, this presentation examines the return rate of all of these three innovation behaviors on firms’ efficiency. With TFP, labor productivity as measures of firms’ efficiency and control other co-variates such as labor-size, capital-labor ratio, firm age, export dummy, ownership and fixed effects of sectors and cities, this presentation find that, in comparison with control group, the return rate of R&D innovation without new product development is lowest, and firms with both R&D innovation and new product development have the highest TFP and labor productivity. Furthermore, in comparison with firms only having R&D innovation, firms only having new product development will have better efficiency.

KEYWORDS: New product development; R&D innovation; efficiency; CEES

MENGGE LI

Dr. Mengge Li is an Assistant Professor of Management in the Marketing and Management Department at UTEP. Dr. Li received his Ph.D. degree in Business Administration from C.T. Bauer College of Business at University of Houston. Dr. Li also holds a M.S. degree in Information Systems and Operations Management from Warrington College of Business Administration at University of Florida, and he earned his B.S. degree from South China Agricultural University in China. Prior to his graduate studies, Dr. Li worked as a business analyst and investment consultant for a major financial services firm in China. Dr. Li’s main research revolves around the upper echelons of corporations – chief executives, top management teams, and board of directors, and he studies the interactions and dynamics of this group of key decision makers and their influence over various organizational processes and outcomes.

“Can an Old Dog Learn New Tricks? CEO Age, Board Vigilance, and Technological Innovation”

ABSTRACT

We integrate the lifespan theories in psychology and behavioral agency theory to theorize and examine the effects of CEO age on a firm’s technological innovation output under varying degrees of board vigilance. Using a sample of 50 US software and information technology firms from 1997 to 2009, we found that the volume of innovation increases as CEOs age, but their innovation performance is severely inhibited when they are under high board vigilance. Further, we found that board vigilance alters CEO emphasis on exploratory and exploitative innovation.
Specifically, as CEOs’ ages increase, they emphasize exploratory innovation more than exploitative innovation when they are under low board vigilance, but they emphasize exploitative innovation more than exploratory innovation when they are under high board vigilance.

**KEYWORDS:** CEO; technological innovation; exploitative innovation; exploratory innovation

**FELIX FLORES & GARY FRANKWICK**

Felix is a recent graduate from UTEP’s Ph.D. program in Business Administration with a concentration in Marketing. He holds a Bachelor’s degree in Industrial and Systems Engineering from Monterrey Tech and an MBA from Pepperdine University. He’s currently doing a Post-Doc at Denver Metropolitan State University.

Gary L. Frankwick is the Director of International Engagement, Professor of Marketing, and Marcus Hunt Chair of International Business in the College of Business Administration at The University of Texas at El Paso. Previously, he was the Associate Dean for Faculty Development and Research. Prior to his appointment at UTEP, he was associate professor of marketing in the Spears School of Business at Oklahoma State University. He served as the Ph.D. coordinator for the marketing specialization at both UTEP and OSU. He currently serves as senior editor for the Journal for Global Business Advancement (JGBA), and as the Chair of AGBA’s Global Board of Trustees. He earned his PhD. at Arizona State University. His research interests include international marketing, entrepreneurship, inter-organizational relationships, new product development, sales management, and marketing strategy. He has published research in the Journal of Marketing, Journal of Business Research, the European Journal of Marketing, Journal of Product Innovation Management, Journal of Supply Chain Management, Journal of Personal Selling & Sales Management, Journal of Marketing Theory and Practice, and the Journal of Business-to-Business Marketing among others.

“New Product Development Team Creativity and Innovation: The Role of Cultural Diversity, Communication, Proximity and Foreign Culture Representativeness”

**ABSTRACT**

The study explores the role of cultural diversity, communication (safety climate, frequency, and channel richness) and foreign culture representativeness (foreign member on local team, domestic member on foreign team), in co-located, nationally distributed, and internationally distributed new product development team creativity (idea novelty and usefulness) and innovation (NPD effectiveness, efficiency and speed to market).

**KEYWORDS:** Creativity, Innovation, New Product Development
“R&D Investment Dynamics in Agglomerations Under Weak Appropriability Regimes: Evidence from Indian R&D Labs”

ABSTRACT

What are the dynamics of R&D investment when firms agglomerate in environments with weak intellectual property rights protection? Specifically, do foreign and domestic firms present equal opportunities for free riding by domestic firms in such environments? We examine the impact on local firms’ R&D investment from knowledge spillovers originating from co-located foreign and domestic firms within and across industries. Building on fieldwork in India, we predict free riding by local firms on nearby foreign and local firms. Furthermore, we expect local firms to free ride more from other local firms within their industry and from foreign firms across industries. Analyzing a sample of 3,475 R&D lab investment decisions during 2003–2010 in India, we find that local firms free ride from other local firms both within and across industries.

KEYWORDS: Corporate Strategy, Economic Geography, Institutions, International Strategy

MIGUEL RAMOS

Miguel A. Ramos holds a Ph.D. in Business Administration from the University of Minnesota (Carlson School of Management). He also holds a M. Sc. in International Economics and Business from the Stockholm School of Economics in Sweden, and a B.Sc. in Industrial and Systems Engineering from ITESM (Monterrey Tech) in Mexico. His research interests are corporate strategy, international strategy, institutions, and economic geography. He teaches in the areas of strategic management and international business at the undergraduate and graduate levels. Before joining UTEP Miguel was a faculty member at the University of Massachusetts Dartmouth from 2006 to 2009. Prior to his academic career he worked for Cola-Cola bottling groups in Mexico in the areas of marketing and distribution. His work has been published in Strategic Management Journal, Strategic Organization, Journal of International Management, European Journal of Political Economy, Advances in Strategic Management, and Innovating Strategy Process (a Strategic Management Society Series book). He has presented his research at major international conferences organized by the Academy of International Business, the Academy of Management, the European International Business Academy, and the Strategic Management Society.
IVONNE SANTIAGO

Dr. Ivonne Santiago is a Clinical professor of the Civil Engineering (CE) Department at the University of Texas at El Paso (UTEP). As Clinical Professor, her main responsibility is to foster projects that connect education and research to engineering practice and real-world applications, a staple of which is the Coordination of the CE Senior Capstone design projects. Dr. Santiago’s research is focused on innovation and entrepreneurship for providing safe drinking water to underserved communities, water quality sensors, and Engineering education in graduate and undergraduate students with a focus on Hispanic and female students. Dr. Santiago is an appointed member of the El Paso Water Public Service Board and the Environmental Protection Agency’s National Advisory Committee. She is dedicated to providing students with service learning opportunities and uses team-based and project-based learning approaches and liberating structures for student engagement and sharing collective knowledge. She is currently part of UTEP’s NSF-AGEP program focusing on fostering Hispanic doctoral students for academic careers, and the Department of Education’s (DoE) STEMGROW Program to encourage students to pursue STEM careers, is a faculty partner for UTEP’s STEM Accelerator Program, and fellow of UTEP’s Center for Faculty Leadership and Development. Her commitment to connecting education to practice is demonstrated by the local and state teaching awards she has won: 2014 UTEP’s CETA L Giraffe Award (for sticking her neck out); 2014 College of Engineering Instruction Award; 2014 The University of Texas System Regents’ Outstanding Teaching Award; and the 2012 NCEES Award for students’ design of a Fire Station.

“Safe Drinking Water of Po Ploom, Haiti”

ABSTRACT

A Solar-powered water purification system was designed and built for a community located along the Haiti/Dominican Republic border. This project, funded by a private donor, will provide 2,000 gallons per day of clean drinking water for the residents of Po Ploom, Haiti, a community of about 500 people with no electricity whose only water source is brackish. Students will help install the system in the Fall 2017. Water treatment consists of a Reverse-Osmosis (RO) system of 4-4x40 inch seawater membranes in series that treats a feed water with a concentration of 22,000 mg/L of Total Dissolved solids at a pressure of 450 psi with a 40% recovery. The solar system consists of 11.2 kW DC @STC 42-solar panel and 48 Vdc, 70.6 kWh battery bank. The design discharge is 4.7 kW and the nominal discharge is 3.5 kW. A 4kW backup generator was included. A telemetry system will enable us to monitor the solar system and monitor and control the RO system remotely.

KEYWORDS: Brackish, solar, reverse-osmosis, Haiti, telemetry
JOSE F. ESPRITU

Jose F. Espiritu obtained his MS and PhD degrees in Industrial and Systems Engineering from Rutgers, The State University of New Jersey. He also holds an MS degree in Industrial Engineering from The Instituto Tecnologico de Celaya and obtained his BS degree in Biochemical Engineering from The Instituto Tecnologico de Zacatepec. His research interests are in the areas of reliability engineering, data analytics, renewable energy systems optimization and sustainability engineering. He has been the Principal or Co-Principal Investigator in over $11 million in successful grants from different federal agencies. He has published over 60 peer-reviewed manuscripts in journals and conference proceedings.

“Engineering together sustainable communities through innovation and international collaboration”

ABSTRACT

In Fall of 2014, The University of Texas at El Paso (UTEP) was awarded a grant by the 100K Strong in the Americas Initiative to develop a faculty-led study abroad program along with the Centro de Enseñanza Técnica y Superior (CETYS University) Ensenada campus in Baja California, Mexico. This program involves the development of a 3-credit hour course titled “Engineering Together Sustainable Communities” that is taught by UTEP and CETYS University faculty over a three-week period. The course has been offered every Summer since 2015. This program was the first in its kind awarded to UTEP by the 100K Strong in the Americas Initiative. The main objective of the “Engineering Together Sustainable Communities” program initiative is to promote collaborations within the Western Hemisphere. We have been able to create additional international learning opportunities that have enabled UTEP to contribute to capacity-building for enhanced competitiveness, economic growth and prosperity throughout the Americas. This program provides a unique opportunity to engage in real, hands-on projects with local communities to design and implement sustainable engineering solutions. The objective of this transformative experience is to solve real problems, and in the process, train responsible leaders that are true agents of change. The structure of the program involves teaching the “Engineering Together Sustainable Communities” course where students learn the technical aspects of sustainable development and at the same time have the opportunity to work on community development projects. Participating student engage in service-learning experiences, providing engineering solutions that are sustainable from social, financial and environmental perspectives. This is an amazing opportunity for students to collaborate beyond our border and put their professional skills to work to provide critical services for communities in need.

KEYWORDS: Sustainability, Engineering, Innovation
SPEAKERS LINEUP

NATALIA VILLANUEVA ROSALES

Dr. Natalia Villanueva Rosales is an Assistant Professor of Computer Science and Co-PI at the Cyber-Share Center of Excellence at the University of Texas at El Paso. She is an advocate of the Smart Cities community at UTEP where she co-leads the collaboration efforts with the University of Guadalajara in Mexico. She holds a Ph.D. in Computer Science from Carleton University (Canada), a M.Sc. in Artificial Intelligence from the University of Edinburgh (UK) and a BEng in Computer Science at the Panamerican University (Mexico). Her long-term research goal is to improve the efficiency and effectiveness of the discovery, integration, and trust of scientific data and discoveries. Her current approaches link human and machine knowledge to address societyally-relevant problems in areas that require interdisciplinary research such as sustainability of water resources and Smart Cities.

"Fostering Smart Cities Innovations through an International Collaboration of Government, Industry and Academia: Challenges and Opportunities"

ABSTRACT

This talk will report on the experience of the US-Mexico International Collaboration for Smart Cities Innovations, which started a couple of years ago with a student exchange program and will further support thirty students for an international research experience funded by NSF for the next three years. This international, interdisciplinary collaboration pursues research and applied research in the areas of smart mobility, smart buildings and smart health. Smart cities solutions have been created with the support of the local triple-helix of academia, industry and government in Guadalajara City. Guadalajara was named the first Smart City as part of the IEEE Smart Cities Initiative. The solutions created in this collaboration Smart Cities user-centered innovations that aim to improve quality of life. These Smart Cities solutions have a business component and are evaluated with respect to their relevance to Smart Cities, scalability, reusability, and feasibility by a panel of members of industry, academia and government as part of the IBM Smart Cities hackathon. Members of the teams proposing and implementing the top three projects of the hackathon have the opportunity of further developing their solutions in the IBM and University of Guadalajara business incubator. This talk will discuss the challenges and opportunities and lessons learned from this international, interdisciplinary collaboration for Smart Cities.

KEYWORDS: Smart Cities, Smart Mobility, Smart Buildings, Smart Health
**SPEAKERS LINEUP**

**RICHARD A. POSTHUMA**
Ellis and Susan Mayfield Professor of Management in the College of Business Administration, University of Texas at El Paso. Ph.D. from the Krannert Graduate School of Management at Purdue University. J.D., Thomas M. Cooley Law School, Western Michigan University. Editor in Chief, International Journal of Conflict Management. Research Interests include: High Performance Work Practices, Cross-Cultural Issues, and Conflict Management.


**ABSTRACT**

Using data from 308 multinational firms, we examine the causes and effects of firms’ use of innovation strategy and pay for individual employee performance. Factors that increase or inhibit innovation and firm financial performance will be identified.

**KEYWORDS:** Innovation, High Performance Work Practices, Firm Performance

**PANELISTS LINEUP**

**Dr. Jose Ablanedo** is Associate Professor of Operations and Supply Chain Management at the College of Business Administration. He currently holds the Professorship in Western Hemisphere Trade Research II. He has taught supply chain courses in several universities in Mexico, China, and United States. He coordinates a study abroad program in China. Dr. Ablanedo has collaborated in several research projects with students (both undergraduate and graduate) and professors from different universities around the world.
Melissa Silverstein, Esq. is a patent lawyer and Director of UTEP’s Office of Technology Commercialization. She manages UTEP’s patent portfolio, including protecting, marketing, and licensing all UTEP inventions. Melissa works closely with UTEP innovators to evaluate patentable inventions and develop patent prosecution strategies for complex portfolios of inventions. Through marketing campaigns and outreach programs, Melissa negotiates patent licenses and assists start-up companies. Melissa received her J.D. from Texas A&M School of Law, and her B.S. in biology, magna cum laude, from UTSA. Melissa has 10 years of experience in patent law and technology commercialization in academia and private practice.

Dr. Juan C. Noveron is the Ralph & Kathleen Ponce de Leon Professor of Chemistry at the University of Texas at El Paso. His research focuses on the design and synthesis of nanomaterials with applications in water-treatment and green energy technologies. He got his Bachelor's degree in Chemistry from California State University Long Beach, and his Ph.D. in Chemistry from the University of California Santa Cruz. Dr. Noveron's research is focused on supramolecular chemistry, which is the field that studies intermolecular interactions that lead to structures beyond the molecule (supramolecular structures), and is considered to be the basic science of nanomaterials.

Dr. Jose F. Espiritu obtained his MS and PhD degrees in Industrial and Systems Engineering from Rutgers, The State University of New Jersey. He also holds an MS degree in Industrial Engineering from The Instituto Tecnologico de Celaya and obtained his BS degree in Biochemical Engineering from The Instituto Tecnologico de Zacatepec. His research interests are in the areas of reliability engineering, data analytics, renewable energy systems optimization and sustainability engineering. He has been the Principal or Co-Principal Investigator in over $11 million in successful grants from different federal agencies.

Dr. Heidi Taboada is the associate dean for research and graduate studies for the College of Engineering. She holds Ph.D and M.S. degrees in industrial and systems engineering from Rutgers, The State University of New Jersey. Her research interests intersect broad areas such as applied operations research, systems analysis and optimization, resiliency and sustainability, and metaheuristic and biologically inspired optimization. Her research contributions involve the development of multiple objective optimization models, reliability models, evolutionary game theory algorithms, and agricultural systems optimization models.
Dr. Wen-Yee Lee is an Associate Professor in Chemistry. She received her doctoral degree in Environmental Science and Engineering program at UTEP in 2000, and joined UTEP as a faculty member in 2003. Her research is interdisciplinary in nature, and has focused on organic pollutants. She is a recipient of the UTEP Interdisciplinary (IDR) Enhancement Program Fellow to the Offices of the Provost and Research and Sponsored Projects in 2016. Her research group studies emerging contaminants in the environment and their impacts on public health. Current projects include analysis of endocrine disrupting compounds in wastewater and freshwater supplies, and organic compounds in urine as biomarkers for cancer diagnosis.

ACKNOWLEDGEMENTS

We want to express deep gratitude and appreciation to the following dedicated contributors to our Symposium:

Our Distinguished International Guests:
• Hong Cheng, Institute for Quality Development Strategy, Wuhan University, China
• Claudia N. Gonzalez-Brambila, Instituto Tecnológico Autónomo de México, México City, México

Our Esteemed UTEP Faculty Researchers:
• Jose Ablanedo, College of Business Administration
• Gary Frankwick, College of Business Administration
• Felix Flores, College of Business Administration
• Mengge Li, College of Business Administration
• Juan Noveron, College of Science
• Natalia Villanueva Rosales, College of Engineering
• Heidi Taboada, College of Engineering
• Wen-Yee Lee, College of Science

• Miguel Ramos, College of Business Administration
• Jose Espiritu, College of Engineering

From our Office of Technology Commercialization:
• Melissa Silverstein

From our Office of Research and Sponsored Projects:
• Andrea Tirres

From the Mike Loya Center for Innovation and Commerce:
• Aaron Cervantes
• Sandra Jimenez
• Valeria Gonzalez

Our UTEP Food Services and Union Services

A Very Special Thank You to:
Richard Posthuma, whose original ideas, associations and coordination were the basis and foundation of this event.