**European Innovation Academy: Energy, Global, Awesome**

**Professor Wright, the University of Alabama:**

To me EIA is global, EIA is energy, and EIA is awesome.

Hi, my name is Harold Wright. I'm a professor at the University of Alabama, I'm a part of the STEM and CREATE Path to the MBA. I'm a graduate of the University of Alabama. I started as a chemical engineer, my first job was making diapers for Procter and Gamble. This is the second opportunity I have had to come to the European Innovation Academy, both of them being here in

Torino. I've been very fortunate. Last year the University of Alabama came to it trying to see if it was something appropriate for our program and we brought two students. This year we've been able to bring eight students, and are looking to grow the program even larger next year. It's a great opportunity to bring in a diverse focus and allow us to expand not only their horizons but also the horizons of our engineers and things like that. What's nice is the skills that my students are learning in the States are actually dovetailing very nicely what they're learning here. On the entrepreneurship side of things, the European Innovation Academy adds more fuel that gives them a more depth. What I regard as probably the key strength of coming to European Innovation Academy, as I like to describe anecdotally, they had more tools in their toolbox to use. In addition to that, their perspective had gone outside the shores of the United States. They looked and researched, that said consumer needs and having product market fit and things like that, that's not patented only in New York City. It's something that spans. And if we have products and if we want to sell more products, it's usually a better idea to get as many consumers as possible, and you've got to go global if you're going to do that. But one of the things I

preach to my students is that whether you're going to be the next Google or Facebook or what have you, the skills that you're gaining here they're going to help you regardless of where you are because you still have to talk about if I'm Procter & Gamble and I'm selling soap I still have to have a product, you know, market fit there has to be somebody that wants my product, that shampoo. What do I bring to the table? And to be able to communicate why your product is the right one. And this is what the special sauce of adding the business side into it, is does it make economic sense to do, that will make you a very valuable employee.

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