

Wendy Kennedy

Wendy Kennedy is a seasoned technology industry executive, award winning professor, and author who has spent more than 20 years helping science and technology inventors bring their ideas from “lab to life”. Wendy’s methodology and book, ***So what? who cares? why you?®: The Inventor’s Commercialization Toolkit*** has been adopted by government research labs, innovation centers, university commercialization offices and private sector corporations.

Wendy’s career spans executive roles in several venture backed startup companies, two of which were recently acquired by Microsoft and Harman Kardon. She is also very familiar with the world of commercialization in an academic environment, having spent 12 years as a business school professor at Algonquin College. It was during this time Wendy developed *So what? who cares? why you?*, a methodology designed to help scientific and technical professionals discover the commercial opportunity of their ideas.

In 1999, Wendy left academia to pursue her current venture through wendykennedy.com inc. Today, *So what? who cares? why you?* has been adopted globally by organizations including: Pennsylvania State University, The National Research Council of Canada, The University of Central Florida, The University of Canterbury (New Zealand), Springboard Atlantic and many others.

Wendy is a frequent speaker at commercialization and entrepreneurship forums throughout North America, including: The Innovation Council of the Conference Board of Canada, The Medical and Related Sciences District (MaRS), Federal Partners in Technology Transfer (FPTT), Wayne State University, Penn State University, Young Inventor’s International and The Technology Transfer Society.

Wendy holds a Masters Degree in Business from Queen’s University and is a recipient of the Dr. Laurent Isabelle Award for innovation and excellence in education. Her home is in the heart of Canada’s innovation capital, Ottawa, Canada.