



Elaine Chen

Startup Veteran, Innovation and Entrepreneurship Consultant, MIT Senior Lecturer

Greater Boston Area | Management Consulting

- Current ConceptSpring, MIT Sloan School of Management, MIT Enterprise Forum of Cambridge
- Previous Rethink Robotics, Zeo, Inc., Zeemote, Inc.
- Education Massachusetts Institute of Technology

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Background

Summary

Executive level innovation and entrepreneurship consultant for teams building and growing businesses based on disruptive products and services. Proven track record in building great teams and developing great products. Exceptional strength in understanding customer needs and wants, and in translating them into actionable engineering requirements. Drawing on over 20 years of experience leading and managing high-performance cross-functional teams and complex engineering programs to help clients realize their product vision with a fast time to market, and with elegant solutions that meet market needs.

Specialties: innovation, entrepreneurship, Disciplined Entrepreneurship, Lean Startup, customer development, primary market research, product strategy, product planning, product development, engineering, hardware, software, connected devices, system architecture and design, system engineering and integration, cross functional leadership, strategy

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Senior Lecturer & MD, Martin Trust Center for MIT Entrepreneurship and Author, Disciplined Entrepreneurship



Christina Chase
Entrepreneur. Startup advisor. Co-Director of MIT's SportsTech Center (STE@M). Lecturer in EECS & MechE.



Erdin Beshimov
Love underdogs and true champions



Michael Caine
Director of Systems Engineering at Rethink Robotics



Scott Eckert
CEO at Rethink Robotics



Jim Daly
COO at Rethink Robotics

Founder and Managing Director

ConceptSpring

April 2005 – Present (10 years 7 months) | Cambridge, Massachusetts

As Managing Director of my strategic innovation and entrepreneurship consulting business, I help CEOs and executives create product strategies, craft innovation management processes, and build and manage aggressive but achievable program plans to implement the company's vision. Clients span diverse industries, including industrial automation, product design and manufacturing, retail innovation, fintech, enterprise software and more.

Example engagements:

- Helped a corporate customer with an existing enterprise software business reframe their product strategy from commodity priced point solutions to a high value, end-to-end solution that address systematic customer pain points.
- Helped a startup customer bring a series of innovative products to market in the retail space, including a point-of-sales (POS) kiosk and other smart store fixtures. Helped build a new hardware engineering team to design, develop and manufacture new hardware products. Worked with the CEO to develop an operating plan for the new business.
- Worked with a startup customer to design and build a new cross-functional team from the ground up. Designed the leadership structure, defined roles and responsibilities, and helped get the recruitment process off the ground.

▼ 6 recommendations, including:



Jonathan Hakim
Cignifi Inc.

Elaine worked with my product team intensively over a three month period, during which she helped take an idea from concept... View



Jonathan Jenkins
Founder & CEO at OrderWithMe

When OrderWithMe started working with Elaine, the ShopWithMe concept was still an idea. Elaine helped us define the product... View

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Senior Lecturer

MIT Sloan School of Management

January 2012 – Present (3 years 10 months) | Cambridge, Massachusetts

I teach entrepreneurship, leadership, primary market research and product development to engineering, MBA and EMBA students. Specific areas of focus include: Disciplined Entrepreneurship, corporate entrepreneurship, leadership and team development in a startup setting, lean startup, customer development, and innovation management in an existing enterprise.

▼ 3 recommendations, including:

Erdin Beshimov

Love underdogs and true champions

I worked closely with Elaine in creating the very first MITx Global Entrepreneurship Bootcamp. This program is a unique... View

Maria Sterk

Associate Director at MIT Sloan School ...

I recently had the pleasure of working with Elaine Chen on a MIT Sloan executive education program focused on innovation and... View

[1 more recommendation](#)

Board Member

MIT Enterprise Forum of Cambridge

June 2015 – Present (5 months) | Cambridge, MA

Helping the MIT Enterprise Forum of Cambridge inform, connect, and coach technology entrepreneurs - enabling them to rapidly transform ideas into world-changing companies.

VP Product Development

Rethink Robotics

May 2011 – December 2013 (2 years 8 months) | Boston, Massachusetts

Engineering and product development executive at Rethink Robotics. Led hardware and software development efforts that brought Baxter, a safe, teachable, affordable, and adaptable manufacturing robot, to market. Doubled the size of the engineering organization to over 50 full time team members in less than 2 years. Grew and nurtured the organization into a well-rounded, multi-disciplinary team, with a customer focused approach to product development.



Milan Shah

VP Software Engineering at Rethink Robotics



Patricia (Trish) Cotter

Entrepreneur in Residence at Martin Trust Center for Entrepreneurship at MIT



Alex Goodwin

VP Marketing and Sales, Co-Founder at Padloc



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Senior Director of Software Engineering

Elaine built the product development organization at Rethink Robotics and guided the management team to a successful Beta,... [View](#)

CTO, Chairman at Rethink Robotics

Elaine knows how to get a reliable solid product out the door. The Baxter robot is an immensely complex product and in a... [View](#)

[1 more recommendation](#)

VP Engineering and Product Development

Zeo, Inc.

September 2009 – February 2011 (1 year 6 months)

Engineering and product development executive at Zeo, a startup company marketing a connected sleep measurement device in the consumer health and wellness space. Responsibilities included building and growing the engineering organization from the ground up, managing a Tier 1 Asian ODM partner, and managing all firmware, mobile and web software releases with in-house staff.

▼ 1 recommendation

John Shambroom

Science and technology executive in the medical device industry

Elaine was instrumental in bringing a customer focus into every aspect of our business. She uses an integrated approach that leads to smart decisions. Her skills, tools, and insights are incomparable. [View](#)

VP Product Management

Zeemote, Inc.

April 2005 – August 2009 (4 years 5 months)

Co-inventor of core technologies behind the flagship product, the Zeemote JS1 Controller – a gaming controller for mobile phones. Led product management activities for hardware and software product lines. Supported research and development efforts. Supported IP strategy by writing invention disclosures, finalizing patent applications, drafting claim trees and crafting responses to office actions.

▼ 1 recommendation

Beth Marcus

CEO & President at Playrific, Inc.

Elaine is one of the brightest and most productive people I've ever worked with. She wears many hats in the technical and business arenas from product design and patents to marketing functions. She is also both creative and analytic and always finds... [View](#)

VP Engineering and other roles

SensAble Technologies, Inc.

February 1998 – August 2005 (7 years 7 months)

As VP Engineering, led a multidisciplinary team of more than 30 mechanical, research, software and quality assurance engineers. Managed software development for FreeForm, an organic CAD desktop software application comprising over 1.5 million lines of C++ code with a custom voxel-based geometry engine. Oversaw the delivery of several hardware and software product releases. Managed a large patent portfolio. Also founded the research team which focused on technical research and advanced development activities in haptics and in computational geometry algorithms, and led technical product management activities in other roles.

▼ 3 recommendations, including:

Loren Shih

Manager, Software Development at Am...

Elaine is a rare find of engineer and leader that most people can only dream of being or working with, so it is difficult to... [View](#)

Michael McPartland

Technical Staff at MIT Lincoln Laboratory

Elaine is probably the smartest person I have ever met. Her brain runs faster than a cheetah. She is incredibly creative and... [View](#)

[1 more recommendation](#)

Senior Engineer

Design Continuum

June 1996 – February 1998 (1 year 9 months)

Project manager and mechanical and systems engineer in a product design consulting environment. Focused on primary qualitative research as well as advanced engineering development in industries spanning consumer electronics, consumer packages goods, medical devices, robotics, automotive and

▼ 1 recommendation

Noelle Dye

Product Strategist / Experience Strategist

Elaine was critical to the growth and success of our strategy group at Continuum, where she took on a large amount of responsibility for researching and developing advanced concepts for our key clients, while mentoring and motivating her peers to... View

Mechanical and Systems Engineer

Exos Inc.

June 1993 – June 1996 (3 years 1 month)

Led firmware and software efforts for haptics systems, including a force feedback joystick. Exos was acquired by Microsoft in 1996.

Education

Massachusetts Institute of Technology

Master of Science, Mechanical Engineering

1991 – 1993

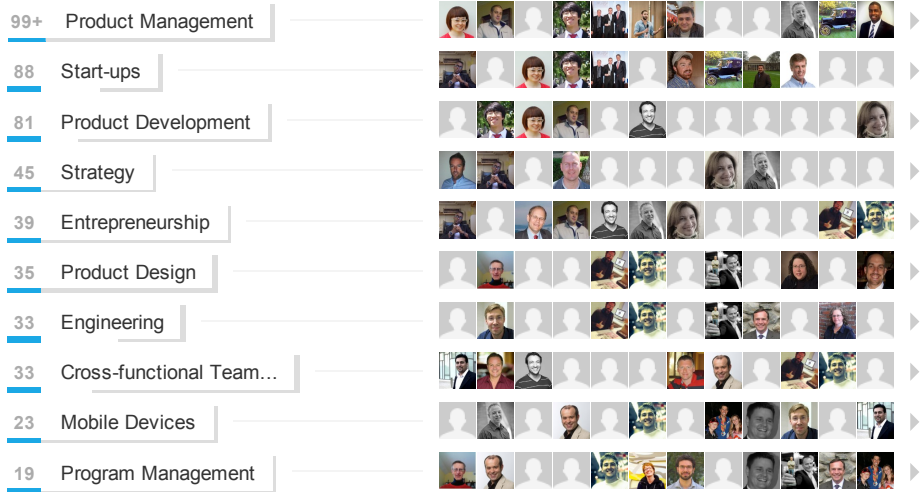
Massachusetts Institute of Technology

Bachelor of Science, Mechanical Engineering

1988 – 1991

Skills

Top Skills



Elaine also knows about...



Bringing a Hardware Product to Market: Navigating the Wild Ride from Concept to Mass Production

February 21, 2015

This book helps new hardware product teams save time and money when bringing their product to market. Teams will learn the steps in developing a connected hardware device for mass production, managing the transition from engineering to manufacturing and operations, and how to save time and money by avoiding common pitfalls.



Patents

Input device including digital force feedback apparatus

United States 5,643,087

Issued July 1, 1997

4 inventors:

Beth Marcus

CEO & President at Playrific, Inc.

Elaine Chen

Startup Veteran, Innovation and Entrepr...

Ben An

Program Manager/Mechanical Enginee...

Tim Osborne

Engineering at Microsoft

Method and apparatus to create a complex tactile sensation

United States 5,709,219

Issued January 20, 1998

3 inventors:

Elaine Chen

Startup Veteran, Innovation and Entrepr...

Brian Eberman

President and COO at EnglishCentral

Beth Marcus

CEO & President at Playrific, Inc.

Force feedback joystick with digital signal processor controlled by host processor

United States 5,742,278

Issued April 21, 1998

▶ 5 inventors, including:

Elaine Chen

Startup Veteran, Innovation and Entrepr...

Ben An

Program Manager/Mechanical Enginee...

Tim Osborne

Engineering at Microsoft



Paul DiLascia

Human interface input acceleration system

United States 7,280,097

Issued October 9, 2007

4 inventors:

Elaine Chen

Startup Veteran, Innovation and Entrepr...

Rob Podoloff

Chief Technology Officer at Tekscan

Lorraine Wheeler

President at Redstoke, LLC

Beth Marcus

CEO & President at Playrific, Inc.

Force reflecting haptic interface

United States 7,411,576

Issued August 12, 2008

▶ 6 inventors, including:



Thomas Massie

Alex Goodwin

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