

Biography of **Kenneth P. Morse**



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Ken Morse leads the MIT effort to train leaders to bring innovative concepts and new 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 inspire and nurture the leaders who will be the next generation of High Tech Entrepreneurs and to foster research and collaboration, Institute-wide. Participation in the student-run \$100K Entrepreneurship Competition, as well as enrollment in New Enterprises and the Entrepreneurship Laboratory Courses, is open to students from Engineering, Science, and Management, encouraging multidisciplinary teamwork.

The MIT Entrepreneurship Center helped create the Global Venture Creation Network, which launched collaborations with Cambridge Enterprise [part of the University of Cambridge (UK)], and the Higher Colleges of Technology in the United Arab Emirates (UAE). The MIT Entrepreneurship Center also helped establish the Corporate Venturing Consortium (CVC) of which Morse serves as the Secretary. This dynamic group enables leading firms to share best practices and communicates the benefits of Corporate Venturing to top management. Many CVC members are also Corporate donors to the MIT Entrepreneurship Center.

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, five did well and 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 (EMEA) 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 (AZPN) quickly grew to 1600+ employees worldwide, with revenues exceeding \$150 million. Ken then moved to MIT to "give back" to the next generation of entrepreneurs.

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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 in 1972 and joined Schrodgers, the UK-based merchant bank, where he worked directly for Jim Wolfensohn, former President of the World Bank.

In 1975 Ken formed a trading advisory 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, Gillette, Hughes Aircraft, Measurex, Mine Safety Appliances, and Waters Associates, and others, to pioneer their entry into the China market.

In 1980, Morse relocated to Silicon Valley as a founding member of 3Com Corporation, where he was employee #8. As the first head of sales, marketing, and planning, he helped 3Com raise its initial venture funding and bring its first three products to market. After a successful launch he returned to the Boston area where he was a co-founder of several other MIT-related startup ventures.

Ken is a member of the Board of Advisors of these early-stage technology companies: Cogito Health Inc., iMotions-Emotion Technology A/S, Ludesi AB, Sofizar Limited, and Terrafugia, Inc.

He is also a member of the Board of Associates of the Whitehead Institute for Biomedical Research, 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[®]. Ken is a member of the Board of Advisors of four early-stage Venture Capital Firms: PolyTechnos Venture-Partners GmbH (Munich), Rudyard Partners, LLC, SINTEF A/S (Trondheim, Norway), and The Entrepreneurs Fund III (Silicon Valley).

Beginning in 2007, Ken was elected by the Faculty of Technology, Policy and Management at Delft Technical University to hold their first Chair in Entrepreneurship, Innovation and Competitiveness for a five-year term. From 2001-2006 he was 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 sailing their wooden boat in Cape Cod.