



Joseph D. Lichtenhan, Ph.D. Is a co-founder of Hybrid Plastics Inc. and served at its CEO and President for 18 years. Dr. Lichtenhan is a pioneer and world authority in the field of POSS[®] additives. POSS has been hailed as the first entirely new chemical class of monomers to be developed since 1955. His insights into their commercial utility launched the global sales for POSS[®] in 1998. Dr. Lichtenhan has excelled at technology transition and the establishment of a global footprint for POSS[®] via innovative sales and marketing techniques.

He has personally received numerous awards including:

2016 Tech 21 Award. Mississippi Business Journal

2015 Tibbetts Award. US Small Business Administration

2013 R&D Top 100 Award

2009 Frost & Sullivan Customer Support and Technical Assistance Award

1996 Basic Research Award United States Air Force & AFOSR

Advisory Board Member for the Department of Commerce Advanced Technology Program

1:30 PM talk #1: Commercialization Forum (45 min)

Title: The Role of the Entrepreneur Specialist Materials Supplier in Promoting Innovation

Presenter: Joseph D. Lichtenhan

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Abstract:

Incremental technology improvements drive the US gross national product while radical technology improvements create new markets and increase profit margins. The US enjoys an abundant (near saturation) level of new technology that can afford both incremental and radical improvement in products. Despite these facts, the process of introducing industry to new technology is painfully slow as is the process of its refinement into meaningful and commercially viable consumer products. Hybrid Plastics will discuss the timelines and hurdles it has experienced in achieving successful adoptions for POSS[®]. A special emphasis will be place on the business model utilized and strategies for launch and growth.