



Larry Crane, Ph.D.

Dr. Crane has more than 25 years leading Research and Development teams in the area of chemicals and allied products. His leadership has led to world leading products by utilizing portfolio management to maximize productivity within the organizations. Dr. Crane's expertise is in the integration of technologies from both internal and external technologies (Open Innovation) into new products. His experience is in the areas of adhesives, coatings and electronic materials as well as synthesis of new organic molecules. He has multinational experience leading teams across the world to be an integrated unit. Recently his work has turned to bringing the practice of Open Innovation to fruition in a large multi-national chemicals corporation.

Key areas of Dr. Crane's accomplishments are:

- Strategic Planning - developing R&D roadmaps based on company goals; implementing plans via cultivating vision, strategic awareness and technical capability in subordinates; delivering timely new products based on plan
- New Product Introduction - portfolio and operational management; staff and leadership development; management of customer/vendor/internal relationships
- Open Innovation - technology target identification; collaborative development; risk, cycle-time and productivity optimization

Dr. Crane has a BS in Biochemistry/Chemistry from the University of California at Riverside, a Ph.D in Chemistry from the University of California at Berkeley as well as having completed post-Doctoral studies in Organic Synthesis at UCLA. He holds 10 US patents and is a member of the American Chemical Society as well as the Berkeley Innovation Forum.

Profit is the sum of the tangible and intangible value created by customer relationships. Profits include:

- Revenues and net income generated by the sale of goods and services
- Increase in customer loyalty demonstrated by repeat purchases and referrals
- Enhancement in company reputation and image from unique products and services
- Open flow of customer ideas for new or improved products and services

A profitable business strives not only to increase the monetary gains from customer transactions, but realizes that solid customer relationships are the cornerstone of a successful business.

What is an "Advanced Polymers" Company?

We focus on helping companies that produce or use non-commodity polymers to manufacture a technically sophisticated product.

Our primary emphasis is on advanced polymers (plastics) and polymer-based products such as laminates, prepregs, composites, adhesives, encapsulants, and engineered materials (filled polymers). Our team has specific expertise in polymers and polymer-based composites used in electronic applications.