

Timely Review of Timeless Principles for Effectiveness in Business

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During the recent extremely volatile economic environment, many businesses and personal lives have been adversely affected. Is there anything we can count on to give us guidance? The speaker will talk about “timeless” principles of effectiveness, and “principle-centered living”, as coherently presented in “The 7 Habits of Highly Effective People” by Stephen R. Covey. This talk will be a short summary of the framework, and the principles. The speaker will give examples from his own business, and personal experiences, and encourage participation from the audience.

Speaker Bio: *Engin Arik has 22 years of small technology company management, business development, marketing, sales, and product development experience. He was born in Turkey. After graduating from Izmir Maarif Koleji, he moved to US in 1974. Engin received his Ph.D. (1986), and M.S. (1983) in Engineering from Harvard University. His prior degrees include Sc.B. in Mechanical Engineering, and A.B. in Economics (1979) from Brown University, Diploma with High Honors (1981) from von Karman Institute for Fluid Dynamics in Belgium. Engin has worked with various technology companies in California, Ottawa, and New Jersey holding positions of President & CEO, Chairman of the Board, Director, President & COO, Executive VP, VP, Division General Manager, Corporate Business Development Manager, and Department Manager. His business and scientific career has involved laser and imaging based diagnostic instrumentation, fiber optics, micro sensor, and dynamic flow measurement systems, and more recently holographically produced light shaping diffusers. Engin joined Physical Optics Corporation (POC) of Torrance, CA in 2005 as the Division General Manager for Light Shaping Diffusers. Within a year, he founded his current company, Luminit, as a spin-off company. Since the founding, Luminit has been operating profitably, and growing. Last year, Engin negotiated a Technology Transfer Agreement with Asahi Kasei Company of Japan. Luminit will soon be moving to a new building with new production facilities, which has been funded by resources from this Technology Transfer. Engin speaks some German and French, in addition to English, and his native tongue Turkish. He has travelled, lectured extensively in the US, and worldwide, and has lived and studied/worked in Belgium, Germany, and Switzerland. Engin has many technical publications and presentations in national and international conferences. He has special interest in business psychology, effectiveness, and negotiating complex deals for mutually beneficial outcomes. Engin lives in Thousand Oaks, CA with his wife Leyla and three children.*