Yale University
School of Forestry & Environmental Studies

PurePower®

Innovation, Energy Efficiency, and Environmental Performance in Creating and Sustaining Competitive Advantage in Commercial Aviation

Dr. Alan Epstein
Vice President of Technology & Environment
Pratt & Whitney

Yale School of Management, Rm. A53
Lecture 4:30-5:30PM, November 19, 2013
Free and Open to the Public

Dr. Alan Epstein, Vice President of Technology & Environment at Pratt & Whitney, will speak at the Yale University School of Management on Tuesday, November 19th at 4:30PM in room A53, 135 Prospect St. The talk, entitled, "PurePower®: Innovation, Energy Efficiency, and Environmental Performance in Creating and Sustaining Competitive Advantage in Commercial Aviation," is organized by the Industrial Environmental Management (IEM) Program at the Yale School of Forestry & Environmental Studies.

Pratt & Whitney, a United Technologies Company, designs and manufactures aircraft engines for civilian and military aviation. Pratt & Whitney recently announced new sustainability goals to achieve by 2025, the company's 100th anniversary. Hard targets include designing engines to be 100% recyclable at end of life while achieving the highest fuel efficiency rating on the market.

In its 23rd year, the IEM Lecture Series brings speakers from companies and organizations to the Yale School of Forestry & Environmental Studies to discuss the relationship between business and the environment. This year, the lecture series explores *Industrial Ecology as a Source of Competitive Advantage.* Concepts such as loop-closing, by-product exchange, and sustainable supply chain management and tools such as life cycle assessment (LCA) and material flow analysis are characteristic of the field of industrial ecology. The lecture series will bring business executives to campus to discuss how their use of these approaches affects their company's strategy, profitability, and position in the market.

Dr. Epstein leads the efforts at Pratt & Whitney to identify and evaluate new methods to improve engine performance and fuel efficiency. He also provides strategic leadership in the investment, development, and incorporation of technologies that reduce the environmental impact of Pratt & Whitney's products and services. Dr. Epstein was the R.C. Maclarin Professor of Aeronautics and Astronautics at the Massachusetts Institute of Technology prior to joining Pratt & Whitney, with over 130 technical publications and several international awards for topics including heat transfer, turbo-machinery, instrumentation and controls, and gas turbine technology. Dr. Epstein received his B.S., M.S., and Ph.D. degrees from the Massachusetts Institute of Technology in aeronautics and astronautics.

Ongoing funding for the IEM Lecture Series is provided by the Joel Omura Kurihara Fund. For more information about the lecture series, please see http://cie.research.yale.edu/events/about-iem-lecture-series or contact us at cie@yale.edu, 203-432-6953.