

ContactMolly Phillips, [maphillips@smu.edu](mailto:maphillips@smu.edu), 214-768-1556

February 26, 2018

DALLAS (SMU) – [The Lyle School of Engineering](https://www.smu.edu/Lyle/Eship) at SMU is excited to announce the debut of the Distinguished Lecture Series in Engineering Entrepreneurship. The series will run during the academic year and feature four guest speakers, two in the fall and two in the spring, who will discuss their areas of expertise and cover a number of timely and relevant topics. Eric Swanson and Bob Paluck are this semester’s featured speakers.

On March 26th, Swanson will present on “Optical Coherence Tomography: A View on the Translation from Healthcare Idea to Healthcare Impact.” Attendees can expect to discover the history of optical coherence tomography (OCT) and how a healthy ecosystem of scientists, engineers, clinicians, entrepreneurs, and others within the biomedical optics industry and beyond transformed a healthcare idea into healthcare impact. Swanson is a member of the board of directors for Acacia Communications, Nine Point Medical, and Curata, and is the founding editor of OCTNews.org. He is a co-founder or founding board member of five start-ups. His full bio can be found [here.](https://calendar.smu.edu/site/lyle/event/eric-swanson/)

“I am looking forward to hosting such seasoned speakers -- successful engineering entrepreneurs -- who can teach us a lot about commercializing sophisticated technology,” said Duncan MacFarlane, associate dean for engineering entrepreneurship. “Their stories are fascinating. I am confident our audience attendees will find them as entertaining and informative as I have.”

On April 24th, Paluck will present on “How the Game is Played: What Works and What Doesn’t in Starting up Companies.” This talk will focus on advice, illustrated with real life examples, for the idea, product development, and early growth stages of a new company, as well as considerations on being an entrepreneur. Paluck is the founder and managing director of CenterPoint Ventures, a $425 million venture capital fund based in Dallas and Austin, Texas. The company has provided funding to over 50 startups. More information can be found [here.](https://calendar.smu.edu/site/lyle/event/distinguished-lecture-series-in-engineering-entrepreneurship---featuring-bob-paluck/)

The series is designed for engineering students, faculty, early entrepreneurs, and members of the university community with an entrepreneurial spirit and passion for technological innovation. Both events are at 6 p.m. in the Huitt-Zollars Pavilion, located in the Embrey Engineering Building. Admission is free. For more information and to register, visit our [website](https://www.smu.edu/Lyle/Eship/Events).

*###*

**About SMU**

SMU is a nationally ranked private university in Dallas founded 100 years ago. Today, SMU enrolls approximately 11,000 students who benefit from the academic opportunities and international reach of seven degree-granting schools.

**About the Bobby B. Lyle School of Engineering**

SMU’s Bobby B. Lyle School of Engineering, founded in 1925, is one of the oldest engineering schools in the Southwest. The school offers eight undergraduate and 29 graduate programs, including master’s and doctoral degrees, through the departments of Civil and Environmental Engineering; Computer Science and Engineering; Electrical Engineering; Engineering Management, Information, and Systems; and Mechanical Engineering. Lyle students participate in programs in the unique Deason Innovation Gym, providing the tools and space to work on immersion design projects and competitions to accelerate leadership development and the framework for innovation; the Hart Center for Engineering Leadership, helping students develop nontechnical skills to prepare them for leadership in diverse technical fields; the Caruth Institute for Engineering Education, developing new methodologies for incorporating engineering education into K-12 schools; and the Hunter and Stephanie Hunt Institute for Engineering and Humanity, combining technological innovation with business expertise to address global poverty.