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educational  
accomplishments have  
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*Ing. Satoshi Yokota presents*

## Innovation: Building a Globally Competitive Aerospace Company

Co-Sponsored with **THELAUNCHPAD**

**Abstract:** Organizations are looking for new ways to compete and become strategically innovative in an increasingly competitive business market. The aeronautical industry leads the way with its ability to make changes quickly, given the market pressure for lower costs, better comfort, and improved safety. In this way, like for products or in processes, the benefits of increased innovation at lower costs can become a powerful competitive advantage. Beneficial change for a business can only be accomplished through its ability to meet customer expectations and requirements, which can be accomplished through a portfolio of diversified products and a highly qualified labor force

**Ing. Satoshi Yokota**, a graduate of electronics engineering from the Aeronautical Institute of Technology in Brazil, joined Embraer (Empresa Brasileira de Aeronáutica) in 1970 where he has held several key positions within the Company in areas of industry, engineering, and development. Notable accomplishments include the development of a new line of very light business jets during his tenure as executive Vice President of Engineering and Development. In October 2007, Ing. Yokota was named the Executive Vice President of Strategic Planning and Technology Development and responsible for corporate strategies, environmental policies, new products conception, and technology development.



Monday, February 2, 2009, 11:00 AM to 12:00 PM

McArthur Engineering Annex

Room MEA 202

Coral Gables

Light Refreshments will be provided

*For more information, please contact Anne Schaeerli at  
305-284-2908 or [Aschaeerli@miami.edu](mailto:Aschaeerli@miami.edu)*