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His research is focused on innovation, entrepreneurship, and product development. He is the co-author of Product Design and Development (5th Edition, McGraw-Hill, 2011), a Karl T. Ulrich is Vice Dean of Innovation and the CIBC Professor of Entrepreneurship and e-Commerce at the Wharton School of the University of Pennsylvania.

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Product Design And Development Ulrich

Her work spans product design to complex engineering systems, with applications in aerospace, energy, and water. She is an ASME Fellow and a recipient of the NSF CAREER award. Yang has previously served as director of design at a Silicon Valley start-up and co-founded a consumer product start-up.

Design Is Everything? - Karl T. Ulrich

Karl T. Ulrich is Vice Dean of Entrepreneurship & Innovation at the Wharton School of the University of Pennsylvania. He also holds an appointment as Professor of Mechanical Engineering. He leads Wharton's San Francisco campus and the Penn Wharton Entrepreneurship programs.

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