

Stanford



Tina Seelig

Professor of the Practice, Management Science and Engineering

Bio

BIO

Dr. Tina Seelig is Professor of the Practice in the Department of Management Science and Engineering (MS&E) at Stanford University. She is also a faculty director of the Stanford Technology Ventures Program (STVP), the entrepreneurship center at Stanford University's School of Engineering. She teaches courses on creativity, innovation, and entrepreneurship in MS&E and the Hasso Plattner Institute of Design (d.school) at Stanford.

In 2014 Dr. Seelig was honored with the SVForum Visionary Award, and in 2009 she received the Gordon Prize from the National Academy of Engineering, recognizing her as a national leader in engineering education. She received the 2014 MS&E Award for Graduate Teaching, the 2008 National Olympus Innovation Award, and the 2005 Stanford Tau Beta Pi Award for Excellence in Undergraduate Teaching.

Dr. Seelig earned a Ph.D. in Neuroscience from Stanford University School of Medicine where she studied neuroplasticity. She has worked as a management consultant for Booz, Allen, and Hamilton, as a multimedia producer at Compaq Computer Corporation, and was the founder of a multimedia company called BookBrowser.

She has written 17 books and educational games. Her books include *The Epicurean Laboratory* and *Incredible Edible Science*, which focus on the chemistry of cooking, published by *Scientific American*; and a dozen games for children, called "Games for Your Brain," published by *Chronicle Books*. Her newest books, published by *HarperCollins*, explore the process of bringing ideas to fruition. They include *What I Wish I Knew When I Was 20* (2009), *inGenius: A Crash Course on Creativity* (2012), and *Creativity Rules* (September 2017.)

ACADEMIC APPOINTMENTS

- Professor of the Practice, Management Science and Engineering

HONORS AND AWARDS

- Tau Beta Pi Award for Excellence in Undergraduate Teaching, Stanford School of Engineering (2005)
- National Olympus Innovation Award, Olympus and NCHIA (2008)
- Gordon Prize, National Academy of Engineering (2009)
- Management Science and Engineering Graduate Teaching Award, Stanford School of Engineering (2014)
- SVForum Visionary Award, SVForum (2014)

Teaching

COURSES

2017-18

- Creativity Rules: MS&E 177 (Spr)
- Creativity and Innovation: MS&E 277 (Aut)
- Entrepreneurial Leadership: MS&E 475A (Win)
- Entrepreneurial Leadership: MS&E 475B (Spr)
- Entrepreneurial Thought Leaders' Seminar: MS&E 472 (Aut, Win, Spr)

2016-17

- Creativity Rules: MS&E 177 (Spr)
- Creativity and Innovation: MS&E 277 (Aut)
- Entrepreneurial Leadership: MS&E 475A (Win)
- Entrepreneurial Leadership: MS&E 475B (Spr)
- Entrepreneurial Thought Leaders' Seminar: MS&E 472 (Aut, Win, Spr)
- Leadership of Technology Ventures: ENGR 140B (Aut)
- Leadership of Technology Ventures: ENGR 140C (Aut)

2015-16

- Creativity Rules: MS&E 177 (Aut)
- Creativity and Innovation: MS&E 277 (Spr)
- Entrepreneurial Leadership: MS&E 279A (Win)
- Entrepreneurial Leadership: MS&E 279B (Spr)
- Entrepreneurial Thought Leaders' Seminar: MS&E 472 (Aut, Win, Spr)
- South Africa Technology and Engineering: OSPGEN 135 (Sum)
- South Africa Technology and Engineering: OSPGEN 35 (Sum)

2014-15

- Creativity and Innovation: MS&E 277 (Spr)
- Engineering Innovation: MS&E 177 (Aut)
- Entrepreneurial Leadership: MS&E 279A (Win)
- Entrepreneurial Leadership: MS&E 279B (Spr)
- Entrepreneurial Thought Leaders' Seminar: MS&E 472 (Aut, Win, Spr)

Publications

PUBLICATIONS

- **Creativity Rules: Get Ideas Out of Your Head and Into the World**
Seelig, T. L.
HarperCollins.2017
- **inGenius: A Crash Course on Creativity (Harper Collins)**
Seelig, T.
2012

- **What I Wish I Knew When I Was 20 (Harper Collins)**

Seelig, T.
2006

- **BETA-2-ADRENERGIC RECEPTORS ON PERIPHERAL-NERVES** *JOURNAL OF NEUROCHEMISTRY*

Schreurs, J., Seelig, T., Schulman, H.
1986; 46 (1): 294-296

- **CYCLIC-AMP REDUCTION OF FREQUENCY FOLLOWING ABILITY IN PERIPHERAL AXONS** *BRAIN RESEARCH*

SEELIG, T. L., Grossman, Y., Kendig, J. J.
1983; 279 (1-2): 303-307

- **CYCLIC-NUCLEOTIDE MODULATION OF NA⁺ AND K⁺ CURRENTS IN THE ISOLATED NODE OF RANVIER** *BRAIN RESEARCH*

SEELIG, T. L., Kendig, J. J.
1982; 245 (1): 144-147