University of Pittsburgh | School of Business Center for Executive Education

Research Facility Director Academy

Monday, May 24 through Friday, May 28, 2027

From Discovery to Delivery – Lead with Business Insight

Research Facility Directors are invited to apply for a place in the *Research Facility Director Academy, a* five-day, on-site professional development program for Research Facility Directors, offered in partnership with the University of Pittsburgh School of Business. Developed by School of Business Faculty with experienced subject-matter experts, the program covers accounting, marketing, operations management, strategy, and collaboration and leadership. The program will give you practical tools you can apply immediately to increase space utilization, plan for the long term, make evidence-based decisions, grow revenue, and strengthen your team. **Apply by January 25, 2027 for the opportunity to be selected** and gain the skills and confidence to lead with impact.



Week at a Glance

Monday

8:00 a.m.	Continental Breakfast
8:30 a.m.	Welcome & Introduction
9:30 a.m.	Strategy
10:30 a.m.	Break
10:45 a.m.	Accounting
12:00 p.m.	Lunch
1:00 p.m.	Accounting
4:00 p.m.	Program Social
5:30 p.m.	End of Day One

Tuesday

8:00 a.m.	Continental Breakfast
8:30 a.m.	Daily Kick Off
8:45 a.m.	Accounting
10:45 a.m.	Break
11:00 a.m.	Collaboration & Leadership
12:00 p.m.	Lunch
1:00 p.m.	Collaboration & Leadership
2:00 p.m.	Break
2:15 p.m.	Marketing
4:00 p.m.	End of Day Two

Wednesday

8:00 a.m.	Continental Breakfast
8:30 a.m.	Daily Kick Off
8:45 a.m.	Marketing
1:00 p.m.	Lunch
2:00 p.m.	Operations Management
4:00 p.m.	End of Day Three

Thursday

8:00 a.m.	Continental Breakfast
8:30 a.m.	Daily Kick Off
8:45 a.m.	Collaboration & Leadership
9:45 a.m.	Operations Management
12:00 p.m.	Lunch
1:00 p.m.	Operations Management
4:00 p.m.	End of Day Four

Friday

8:00 a.m.	Continental Breakfast
8:30 a.m.	Daily Kick Off
8:45 a.m.	Strategy
10:45 a.m.	Break
11: 00a.m.	Collaboration & Leadership
12:00 p.m.	Lunch
1:00 p.m.	Collaboration & Leadership
2:45 p.m.	Summary Session
3:30 p.m.	Recognition

Additional Information

- On site at the Center for Executive Education, Fifth Floor, Alumni Hall
- Schedule adjustments may be made as program content is finalized
- Certificate and Digital Badge will be awarded upon the successful completion of all course activities

Pitt Research

LEARN MORE & APPLY

Apply by January 25, 2027

https://pi.tt/RFDA

Program Overview

Accounting - Led by Professor Patrick Martin
Sound financial management and forward-looking planning are critical to long-term sustainability. The accounting session builds your working knowledge of core financial, grant, and managerial accounting concepts, with a focus on modeling revenue and cost-saving decisions, managing pro forma financial statements, and navigating regulatory constraints. You will also develop strategies for capital renewal and gain a practical understanding of depreciation and inventory management. The session will extend into forecasting, equipping you with quantitative and qualitative tools to develop projections, estimate demand for space, products, and services, and adjust models as new information emerges.

Marketing - Led by Professor Kiersten Maryott
Effective marketing is essential to growing awareness, engagement, and utilization of research facilities. The marketing session introduces core marketing foundations, including the 4Ps, SWOT analysis, value propositions, and the customer sales journey, and applies them directly to the research facilities context. You will explore the link between customer satisfaction and facility KPIs, the importance of user participation, and how journey mapping can be used to improve experiences for all customers.

Operations Management - Led by Professor Prakash Mirchandani
Efficient, well-planned operations are the backbone of high-performing facilities. This session will equip you with the tools and strategies needed to optimize how facilities function. You will explore the core components of project planning, develop strategies for improving scheduling, and examine how supply and demand dynamics influence facility utilization. The session also covers practical approaches to measuring and increasing both utilization and efficiency, giving you the insights needed to make informed operational decisions and maximize the value of your space.

Strategy - Led by Professor Ravi Madhavan
Research facilities are more than operational spaces; they are strategic assets that enable complex research capabilities across the university. The strategy session will highlight principles of strategic thinking and how they apply directly to the research facilities context. Using proven frameworks and practical tools, you will learn to inform facility development and guide investment decisions, while also developing the skills to communicate research facilities strategy effectively to audiences ranging from research teams to university leadership.

Collaboration & Leadership - Led by Professor Kim Abel
Strong collaboration and professional networks are essential to leveraging the full potential of research facilities across a university. Woven throughout the week, this focus introduces key concepts of teamwork and collaboration, helping you identify opportunities to work across boundaries and leverage shared resources more effectively. You will build practical networking skills, recognize opportunities to connect with peers, and establish lasting professional relationships across shared research labs, fostering a foundation for ongoing collaboration well beyond the program.

Application Deadline	Acceptance Notification	Program Fee
January 25, 2027	February 15, 2027	$3,000

Scholarships are available for accepted applicants from the University of Pittsburgh.

Build Your Business Acumen

- Gain insights that enable you to advance your strategic priorities
- Work smarter by building skills that support decision-making
- Build your knowledge regarding the resources available to you
- Engage with like-minded individuals committed to providing outstanding service
- Bring your viewpoint to the discussion



To Apply or For More Information

Scan our QR code to learn more and apply by January 25,2027, or email executiveprograms@katz.pitt.edu