

SPRING 2016

BERKELEY INNOVATION FORUM

GARWOOD CENTER FOR CORPORATE INNOVATION

WELCOME EVENT

COMPUTER HISTORY MUSEUM, MOUNTAIN VIEW, CA, HOSTED BY CISCO

TUESDAY, APRIL 19, 2016

6:05pm

WELCOME: MIKE RIEGEL

VP, Industries, Platforms & Services Marketing & Communications, Cisco



6:10pm

EVENING SPEAKER



D. JOHN JACKSON



VP, FTC Strategy, Planning, Engineering, Innovation & Customer Identity, FedEx

"How Does Visionary Leadership in a Global Environment Work?"

D. John Jackson serves as Vice President of FedEx TechConnect Strategy, Planning, Engineering, Innovation & Customer Identity responsible for Global customer experience strategic/tactical planning at FedEx. His role entails implementing corporate strategies that focus on customer satisfaction across the FedEx enterprise and leveraging technological breakthroughs occurring in the marketplace to improve customer experience.

DAY 1

CISCO HEADQUARTERS

WEDNESDAY, APRIL 20, 2016

8:45am



HENRY CHESBROUGH



Faculty Director, Garwood Center for Corporate Innovation

Welcome

Henry Chesbrough, "Father of Open Innovation," was the first person to clearly define this new innovation strategy that is restructuring R&D worldwide through his research and publications. He is currently an adjunct professor at the Haas School of Business, and Faculty Director at the Garwood Center for Corporate Innovation.

9:45am



ZORAWAR BIRI SINGH



SVP, Chief Technology Officer, Cisco

Open Innovation in a Customer-Centric Landscape

Zorawar Biri Singh has a deep and diverse background in enterprise software and IT. Zorawar has spent half his career at technology startups and the other half at three large IT companies - IBM, HP and Nortel Networks.

10:30am

CISCO'S CUSTOMER ENGAGEMENT PROCESS FOR INNOVATION

Moderated by Henry Chesbrough



MIKE RIEGEL

VP, Industries,
Platforms &
Services



RON RICCI

VP, Customer
Experience
Services



**MUNISH
KHETRAPAL**

Managing Director,
Smart Cities & IOT



11:45am

BIF TALK #1: CUSTOMER INTEGRATION FROM FRONT-END TO THE BACK-END, AN OPEN INNOVATION APPROACH



JAMES EUCHNER

VP, Global Innovation, Goodyear



Goodyear's Journey will answer: Why – What – How

What are the lessons learned during the journey?

What cultural changes were needed to adopt new Open Innovation processes?

James Euchner is VP, Global Innovation at Goodyear, where he is responsible for business model innovation and for incubating new businesses. Prior to joining Goodyear, he held senior innovation, strategy, R&D and IT roles at Pitney Bowes and Bell Atlantic (now Verizon).

1:30pm

BIF CLINIC — CHALLENGES IN ENHANCING CUSTOMER VALUE



MOHI AHMED

Senior Director, Open Innovation Gateway, Fujitsu



How does the existing process work?

What are the current challenges?

What are the potential barriers for successful implementation?

Dr. Mohi Ahmed is the Senior Director of Open Innovation Gateway at Fujitsu. Mohi was named as one of the world's key "idea practitioners" in Thomas H. Davenport and Laurence Prusak's book "What's the Big Idea?" Mohi has been a visiting scholar at the Haas School of Business, Harvard Business School, and Hitotsubashi University, Tokyo.

3:00pm

HAPPENINGS AT BERKELEY



SOLOMON DARWIN

Executive Director, Garwood Center for Corporate Innovation



Open Innovation at Work in India

Solomon Darwin is the Executive Director, Garwood Center for Corporate Innovation and former Executive Director of Financial Reporting and Management, at the Haas School of Business. Prior to joining UC Berkeley he was an Associate Professor at the University of Southern California from 1996 – 2005. Solomon Darwin has over 13 years of industry experience at Bank of America and Motorola.

3:00pm

OPEN INNOVATION AT WORK IN INDIA

Moderated by Solomon Darwin



J.A. CHOWDARY

Chief Secretary of IT to
the Chief Minister of
AP Government, India



SRIDHAR GADHI

CEO,
Paradigm Mtuity, Inc.
Hyderabad, India



3:45pm

RESEARCH AT BERKELEY: OPEN INNOVATION AT WORK IN INCUBATORS, ACCELERATORS AND START-UPS BY PROFESSOR HENRY CHESBROUGH

5:30pm

STATIONS: CISCO'S CUSTOMER EXPERIENCE CENTER TOUR

1. *The Ultimate Collaboration Experience*
2. *The Ultimate Connected Learning Experience*
3. *Data Center & Virtualization*
4. *The Ultimate Customer Mobility Experience - Apple + Cisco Partnership*
5. *The Ultimate Enterprise Networking Experience*
6. *The Ultimate Fan Experience – The Connected Sports Stadium*
7. *Cyber Security Real-Time Watch: Before-During-After the Attack*
8. *The Ultimate Connected Factory Experience*
9. *The Ultimate Passenger, Management & Maintenance Experience*



DAY 2

IBM ALMADEN RESEARCH CENTER

THURSDAY, APRIL 21, 2016

9:00am



CHARLES HILL

CTO, IBM Design

IBM Design Transformation Through Co-Creation With Customer Platform

Charlie Hill is a software designer and advocate for user-centric product development. As co-founder and Chief Technical Officer for IBM Design, Charlie is helping to create a world-class design capability for IBM. He brings to his work extensive hands-on experience with software design and delivery, a research background in the design of digital work environments, and a passion for working at the intersection of user needs, technical innovation, and market opportunity.



RAY HARISHANKAR

IBM Fellow

Apple-IBM Mobile App Design Relationships

Ray Harishankar is an IBM Fellow and Vice President of Technology & Innovation within IBM Global Business Services. Ray defines and operationalizes strategies for IBM to have a strong portfolio of solutions and assets, and assists clients in adopting and benefiting from these assets. Ray collaborates with IBM Research to identify opportunities for development of innovative capabilities that drive value to clients.

10:00am

DISPLAYS: IBM'S VIRTUAL LAB TOUR OF EMERGING AND ANTICIPATED TECHNOLOGIES

1. *Nanotechnology, Quantum Computing, Battery Technologies & Desalination*
2. *Low-Energy Brain Chip, Cognitive Computing & Edge Computing in IoT Networks*
3. *Robotics Service Platforms - Moving Towards Light-Weight Robots With Arms & Legs*
4. *Data Science Accelerated Discovery Lab - Co-Creation with Customers & Universities*
5. *IoT & Mobile Enterprise Anticipated Technologies Under Development*
6. *Artificial Leaf – Capturing the Power of the Sun*



11:00am

BIF TALK #2: OVERCOMING CUSTOMER INTEGRATION CHALLENGES THROUGH OPEN INNOVATION



NICOLE MARTIN

Global Director of Open Innovation

*Heatcraft's Journey will answer: Why – What – How
What are the lessons learned during the journey?*

What cultural changes were needed to adopt new Open Innovation processes?



Nicole Martin is the Global Director of Open Innovation at Heatcraft Worldwide Refrigeration. Martin received her PhD in Mechanical Engineering and has been instrumental in business development and analysis for multinational companies, including NASA, Lockheed Martin, and Heatcraft Worldwide Refrigeration.

12:10pm

LUNCH TABLES HOSTED BY EXPERTS IN EMERGING INNOVATIONS AT IBM



CHARLES HILL
CTO, IBM DESIGN

*Co-Creations with
Customer Platforms*



RAY HARISHANKAR
IBM FELLOW

*Co-Creations
with Partners*



JIM SPOHRER
IBM GLOBAL
UNIV. PROGRAMS

*Co-Creations
with Universities*



SPIKE NARAYAN
IBM RESEARCH
DIRECTOR SCI. & TECH.

*Life 50 Years
from Today*



JEFF WELSER,
VP, IBM RESEARCH

*Role of Research in the
Changing Landscape*



RAMA AKKIRAJU
DISTINGUISHED ENGINEER
IBM WATSON

*Relevance of
Watson Applications*



MYRON FLICKNER
COGNITIVE COMPUTING,
"BRAIN CHIP" LAB

*The Brain Chip in
Business Models*



SANDEEP GOPISETTY
CLOUD & MOBILE LAB

*Emerging Breakthroughs
in Cloud Technologies*



WAYNE IMAINO
IBM RESEARCH
ALMADEN, ROBOT LAB

*Robotics
for Tomorrow*



RUDY J. WOJTECKI
IBM RESEARCH
NEW MATERIALS LAB

What's New?