BERKELEY INNOVATION FORUM

APRIL 10 - 13, 2018

"Learning from AI Led Business Models Across Industries: Use Cases, Challenges, Opportunities"

PayPal, 2211 North First Street, San Jose, California 95131
Hotel: San Jose Marriott, 301 S. Market Street, San Jose, California 95113-2832

PRE-FORUM EVENT	TUESDAY, APRIL 10, 2018
PAYPAL, 2211 NORTH FIRST STREET, SAN JOSE, CALIFORNIA 95131	

5:15pm	BUS PICK-UP: SAN JOSE MARRIOTT TO PAYPAL
5:30pm	GUESTS CHECK-IN AT MAIN LOBBY UPON ARRIVAL FOR SECURITY/BADGING [PHOTO ID REQUIRED]
5:35pm	PAYPAL INNOVATION LAB TOUR (5:30 - 6:30PM)

Contactless Pay | Virtual Shopping | Global Payment Visualization | Village Digital Mall

6:00pm	COCKTAILS & NETWORKING RECEPTION (CAFÉ 17 – LOCATED INSIDE PAYPAL CAMPUS)
6:55pm	WELCOME

SOLOMON DARWIN

Executive Director, Garwood Center for Corporate Innovation

BerkeleyHaas

Welcome

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.

7:00pm	EVENING HOSTS (CAFÉ 17 – LOCATED INSIDE PAYPAL CAMPUS)

MICHAEL TODASCO

Director of Innovation, PayPal

PayPal

PRASHANTHI RAVANAVARAPU

Director of Financial Health, PayPal

PayPal

7:20pm	WELCOME DINNER (CAFÉ 17 – LOCATED INSIDE PAYPAL CAMPUS)
9:00pm	BUS PICK-UP: RETURN TO SAN JOSE MARRIOTT (301 S. MARKET STREET, SAN JOSE, CA)

8:00am	BUS PICK-UP: SAN JOSE MARRIOTT TO PAYPAL
8:15am	REGISTRATION & NETWORKING BREAKFAST
9:00am	WELCOME

HENRY CHESBROUGH

Faculty Director, Garwood Center for Corporate Innovation

Welcome

When Dr. Henry Chesbrough coined the term Open Innovation in the early 2000s, he defined an approach that companies around the globe now use to innovate. With Open Innovation, companies import knowledge from the outside to spur internal innovation, export their intellectual property through licensing or joint ventures, or both. Chesbrough works directly with companies through Garwood's programs to apply the principles of Open Innovation, and he continues to refine our understanding of Open Innovation through his research and books.

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9:10am	SPEED DATING - ICE BREAKER SESSION
10:00am	KEYNOTE SPEAKERS

DANIEL TORUNIAN

Vice President, Business Technology Operations & Data Centers
Office of the Chief Technology Officer, PayPal

New Platforms to Access Global Markets

Dan has been with PayPal for the past five years in a variety of roles and most notably lead the integration and subsequent separation of the companies Platform and Infrastructure capabilities from eBay. Dan currently serves as Vice President within our Core Platform & Infrastructure (CPI) organization chartered with delivering the underlying infrastructure that powers PayPal's live site and data analytic environments. In this role, Dan is responsible for the global data center portfolio comprised of company owned, co-location facilities and PayPal's journey to the public cloud.

PayPal

10:20am	

JYRI LASSI

Chief IP Officer, PayPal

IP Policy to Access Global Markets

Jyri Lassi is a Vice President, Chief IP Officer at PayPal and has been with the company since December 2016. In his current role, he is responsible for leading PayPal's IP team which drives the overall strategy and execution of IP related matters. Specifically, Jyri oversees PayPal's global internal and external IP strategy; global patent prosecution, strategic patent filing, patent portfolio management, patent licensing and other patent transaction (e.g. divestments) as well as patent litigation; and global trademark protection, trademark and domain name portfolio management, brand enforcement and litigation.

PayPal

10:40am	BREAK
11:00am	KEYNOTE SPEAKER

THOMAS Y. LEE

Director, Fisher Center for Business Analytics, Professor, Berkeley Haas

Demystifying AI

Thomas Lee is Associate Adjunct Professor of Operations and Information Technology Management. In his research, he develops and applies text and sequence mining algorithms to identify and select opportunities for product and service innovation. His paper on mining consumer product reviews was a finalist for the Paul E. Green award for best paper in the Journal of Marketing Research. Before joining Berkeley-Haas, Lee was Assistant Professor of Operations, Information and Decisions at the Wharton School of the University of Pennsylvania. He received his PhD from the Engineering Systems Division at MIT.

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12:00pm	LUNCH

1:30pm	**CHALLENGE #1**

CHRIS HOSTETTER

Group Vice President, Advanced Technology Research, Toyota

AI in Marketing - Open Innovation Approaches & Challenges

Since beginning his career at Toyota in 1984, Hostetter has held positions throughout product and strategic planning. Chris graduated with bachelor and master degrees in mechanical engineering from the University of California, Berkeley, and he also earned a master degree in business administration from the University of Chicago in the new products laboratory. He is a member of the Society of Automotive Analysts, the Society of Automotive Engineers, American Marketing Association and the Futurist Society.

PANELISTS:

Chris Pierantozzi
Executive Creative Director, Saatchi & Saatchi LA

SAATCHI & SAATCHI

Douglas Moore
Director of Technology Human Support, Toyota

2:30pm	**BIF TALK**

PAUL BABIN

Director of Technology, Innovation & Sustainability, thyssenkrupp

engineering.tomorrow. together. Innovation and A.I.

Paul Babin is Director of Technology Innovation and Sustainability (TIS) for thyssenkrupp North America, reporting to the regional CEO and with a dotted line to the TIS organization in at the tk AG group headquarters in Essen. Paul is a certified PMP, registered P.E. (TN), a six sigma master black belt, and has the Ph.D. in Industrial and Systems Engineering. Paul has 18 years' experience with elevator, including three years as Global Manager of Test & Qualification in Essen. He is involved with innovation and technologies in North America.

3:30pm	**BREAK**
4:00pm	**CHALLENGE #2**

LINDA ELKINS

Chief Technical Officer, Gore Innovation Center

Possible Impact of AI Ecosystem on Gore's Business Model

Linda Elkins graduated from the University of Notre Dame with a Bachelor's Degree in Mechanical Engineering in 1998. After receiving her Bachelor's Degree, Linda received her Masters Degree in Biomedical Engineering and Mechanical Engineering in 2000. After graduation, Linda first joined the W. L. Gore team as a process engineer in August of 2000. Since then she has held roles at Gore ranging from R&D engineering, to project management to technical leadership. About 3 years ago, Linda took on the commitment to build Gore's first Innovation Center. Now, Linda is the Head of the Silicon Valley Innovation Center in which she seeks out and integrates complementary emerging technologies that expand Gore's capabilities and creates new product opportunities.

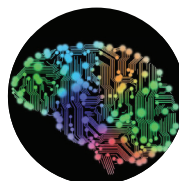|	
5:00pm	**TAKEAWAYS FROM "INNOVATION MANAGEMENT CASE STUDY AT TK": PROFESSOR HENRY CHESBROUGH**
5:15pm	**COCKTAIL RECEPTION**

SHOWCASING: EMERGING AI UNICORNS OF THE FUTURE

Healthcare   FinTech   VR & AR   Education   SpaceTech   Communication

7:30pm	**NETWORKING DINNER**
9:00pm	**BUS PICK-UP: RETURN TO SAN JOSE MARRIOTT**

8:00am	BUS PICK-UP: SAN JOSE MARRIOTT TO PAYPAL
8:15am	NETWORKING BREAKFAST
9:00am	KEYNOTE SPEAKER

GEOFFREY PARKER

Professor, Dartmouth University

Platform Business Models Leveraging Open Innovation

Geoffrey Parker is a professor of engineering in the Thayer School at Dartmouth College where he also serves as Director of the Master of Engineering Management Program. He works to understand the economics and strategy of network "platform" industries. He co-developed the theory of "two sided networks" which provides a mechanism to explain pricing in network markets. He also works with numerous organizations to help them understand and craft their platform strategies.

10:00am	HAPPENINGS AT BERKELEY: PROFESSOR HENRY CHESBROUGH
10:30am	BREAK
11:00am	C-SUITE EXECUTIVE KEYNOTES - PANEL MODERATED BY PROFESSOR SOLOMON DARWIN

Ray O'Farrell

EVP & CTO, VMware

Ray O'Farrell joined VMware in April 2003 and currently serves as executive vice president and chief technology officer. His main focus area is on long-term technology research, innovation and market trends. His goal is to positively impact and shape the future of VMware's ecosystem and its customers. He is also responsible for ensuring VMware's successful partnerships across the industry with a focus on the Dell Technologies family of businesses. In September 2017, O'Farrell added the responsibility of general manager for Dell Technologies IoT division.

REINHOLD E. ACHATZ

CTO, thyssenkrupp

Dr. Reinhold Achatz is Head of the Corporate Function Technology, Innovation and Sustainability at thyssenkrupp AG in Essen, Germany. In this position he is globally responsible for initiating and implementing future oriented projects, to identify and leverage synergies between thyssenkrupp's businesses and to define, implement and improve processes.

BRYAN CATANZARO

Chief AI Officer, Nvidia

Bryan Catanzaro is Chief AI Officer at NVIDIA, where he leads a team solving problems in domains ranging from video games to chip design using deep learning. Bryan earned his PhD from UC Berkeley, where he focused on parallel computing, machine learning, and programming models. Bryan worked at Baidu to create next-generation systems for training and deploying deep learning models for speech recognition. Before that, he was a researcher at NVIDIA, where he worked on programming models for parallel processors, as well as libraries for deep learning, which culminated in the creation of the widely used CUDNN library.

12:00pm	CLOSING THOUGHTS, RECAP, & FEEDBACK SURVEY - HENRY CHESBROUGH
12:30pm	LUNCH
2:30pm	GOOGLE [X] TOUR (100 MAYFIELD AVE, MOUNTAIN VIEW, CA 94043)
	SPEAKER

DEAN BANKS

Project Director, Google [x], an Alphabet Company

Banks is a senior executive at X, an Alphabet Inc. company, where he leads the development of emerging technology projects. He has been in that role since 2016. Prior to his role at X, he was a managing partner and the interim CEO at SEED Ventures since 2015. Previously, in 2014 he served as a consultant to Cleveland Clinic Innovations and as the CEO of Occelerator. Prior to those roles, at OrthoHelix (acquired by Tornier, Inc.) he was the SVP of Business Development and Strategic Marketing from 2011 to 2012 and, from 2012 through 2013 at Tornier, the Vice President of Product Excellence. Mr. Banks has been a member for the board directors at Tyson Foods since 2017.

4:00pm	RETURN TRANSPORTATION TO THE SAN JOSE MARRIOTT
5:30pm	CLOSING RECEPTION: ARCADIA STEAKHOUSE LOUNGE (ACCESSIBLE FROM INSIDE THE HOTEL)

POST-FORUM EVENT: CHIEF INNOVATION OFFICERS ROUNDTABLE   FRIDAY, APRIL 13, 2018

NVIDIA CORPORATE HQ, 2788 SAN TOMAS EXPRESSWAY, SANTA CLARA, CA 95051

10:00am	CIO ROUNDTABLE SPEAKER

THOMAS Y. LEE

Director, Fisher Center for Business Analytics, Professor, Berkeley Haas
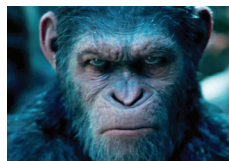
AI Platform Management

Thomas Lee is Associate Adjunct Professor of Operations and Information Technology Management. In his research, he develops and applies text and sequence mining algorithms to identify and select opportunities for product and service innovation. His paper on mining consumer product reviews was a finalist for the Paul E. Green award for best paper in the Journal of Marketing Research. Before joining Berkeley-Haas, Lee was Assistant Professor of Operations, Information and Decisions at the Wharton School of the University of Pennsylvania. He received his PhD from the Engineering Systems Division at MIT.

12:00pm	ORGANIZED TOUR AT NVIDIA

Tour Attractions & Demos: VR & AR in Gaming and Entertainment | AI in Self-Driving Cars | Special Effects and Simulations in Movies

PAUL BOMMARITO

Vice President, NVIDIA

Technology impacts every aspect of life. The efficient utilization of technology can change humanity, transform industries and business, and change how people live, play, and learn. As an influential sales leader, Paul is committed to creating a culture of customer success, pride in the company, and a passion for winning.

APPLIED MATERIALS · HITACHI · DUPONT · IBM · ERICSSON · PayPal

intel · Nestlé · SAP · HERO CYCLES · thyssenkrupp · KANEKA · WIPRO Applying Thought

SIEMENS · Tech Mahindra · NIKE · OtterBox · Standard Chartered · TOYOTA · Google · SMUCKER'S

SOLIX Empowering Data Management · AirAsia · Lancaster University · FUJITSU · EZDI Healthcare Data Intelligence · vf · vmware

RENAULT · NISSAN · MITSUBISHI · HEATCRAFT Worldwide Refrigeration · VISA · SANYO CHEMICAL INDUSTRIES · Collabera

AVERY DENNISON · Johnson Controls · NTT Communications · tyco · DAIMLER · vmware · AUTODESK

DELL EMC · GOODYEAR · HUAWEI · CISCO · GORE Creative Technologies Worldwide · FedEx