

BERKELEY INNOVATION FORUM

GARWOOD CENTER FOR CORPORATE INNOVATION

September 11 - 14, 2023

20 Years of Open Innovation

Lessons Learned, A Celebration and Reflection

Location: UC Berkeley and Santa Clara | Hotel: Hotel Shattuck Plaza, 2086 Allston Way, Berkeley, CA 94704

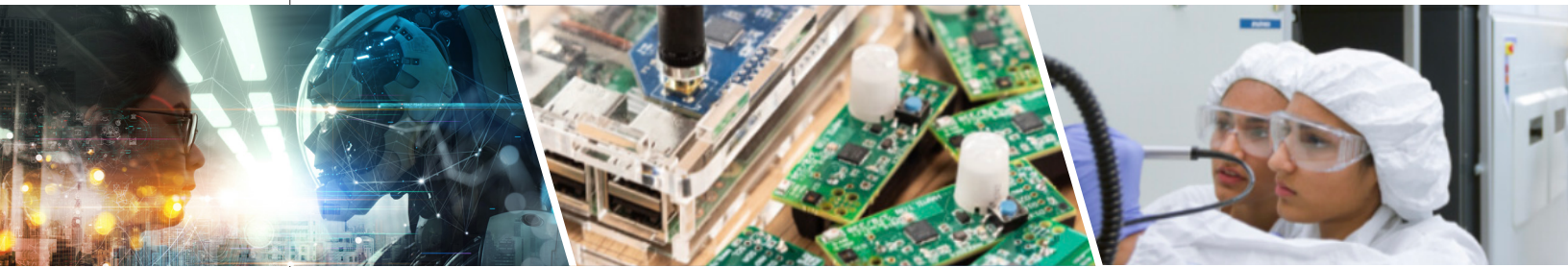
Pre-Event: Monday, September 11, 2023, at The CITRIS Innovation Hub

Presentation: Responsible AI Opportunities and Challenges

Tour: Showcasing CITRIS Innovation Tech Museum and Invention Lab

UC Berkeley, 330 Sutardja Dai Hall, MC 176

4:30pm ■ Bus pick-up from Hotel Shattuck Plaza to CITRIS Innovation Hub



The CITRIS Innovation Hub is dedicated to accelerating research into action. The hub nurtures innovative research collaborations, next-generation talent, and commercialization to hasten technological progress, workforce inclusion, and societal impact. The Hub harnesses the strengths of the four top UC campuses to explore:

- Deep tech and “frontier tech” research, innovation, and commercialization.
- Responsible innovation in the interest of society, ethics, inclusion, and policy.
- Engagement and exchange with visiting affiliates to promote global collaboration

5:00 pm ■ Pre-Event: Welcome by Solomon Darwin



Solomon Darwin
Executive Director,
Garwood Center for
Corporate Innovation

BerkeleyHaas

Solomon Darwin is the executive director, Garwood Center for Corporate Innovation and former executive director of the Center for 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. Darwin has more than 13 years of industry experience at Bank of America and Motorola.



Jill Finlayson

Managing Director,
CITRIS Innovation Hub



Jill Finlayson is managing director of the CITRIS Innovation Hub, which is dedicated to nurturing innovative research collaborations, next-generation talent, and commercialization to hasten technological progress, workforce inclusion, and social impact. Finlayson was formerly director of the Expanding Diversity and Gender Equity in Tech Initiative at the University of California (EDGE in Tech), co-sponsored by CITRIS and the College of Engineering at the University of California, Berkeley. Finlayson judges, mentors, and coaches founders of global startups from Singularity University, Cal Big Ideas and other startup competitions. She is passionate about startups, social entrepreneurship, civic tech, education, inclusive innovation, mentoring, tech for good, impact, ethics, and leadership. Finlayson is a graduate of the University of California, Berkeley.

5:45pm - 6:15pm ■ (Second Group) Tour of CITRIS Innovation Hub

6:15pm ■ Walk to The Faculty Club

6:30pm - 7:45pm ■ Cocktails and Dinner at The Faculty Club, Heyns Room

7:45pm - 8:45pm ■ Fireside Chat: The Open Innovation Journey - Moderated by Henry Chesbrough



Henry Chesbrough
Faculty Director,
Garwood Center for
Corporate Innovation,
UC Berkeley



Henry Chesbrough is a professor at the Haas Business School, UC Berkeley, and faculty director of the Garwood Center for Corporate Innovation. An internationally acclaimed author, Dr. Chesbrough's Open Innovation concept was first introduced in his award-winning book, *Open Innovation: The New Imperative for Creating and Profiting from Technology* (2003). When he coined the term Open Innovation, he defined an approach that companies around the globe now use to innovate. Today, Chesbrough works directly with companies through Garwood's programs to apply the principles of Open Innovation, and he continues to refine our understanding through his research and books.



Jim Spohrer
Former Exec: IBM,
Distinguished
Scientist at Apple,
Director of IBM AI



Jim Spohrer previously served as IBM's Director of Cognitive OpenTech, which includes open source AI/ML/DL, as well as director of IBM's deep question-answering system Watson on campus. Prior to that, he worked as a distinguished scientist in learning research at Apple Computer, Inc. where he developed SK8, Educational Object Economy - an open source learning object community as well as WorldBoard, which served as a vision for the Planetary Augmented Reality system.



Surendra Chawla
Former Senior
Director of R&D,
Goodyear Tire &
Rubber Company



Surendra Chawla is currently an advisor to polyester manufacturing firms looking for environmentally sustainable solutions. Chawla retired from The Goodyear Tire & Rubber Company as a senior director of global innovation in 2018 after 40 years of service in different roles and responsibilities. He joined Goodyear 1978 as a senior research engineer and rose through the ranks to become the director of corporate research from 2003 to 2008. In 2009, he was given the responsibility to lead the Goodyear Global Open Innovation initiative. In this role he championed the culture of open innovation at Goodyear, continuously exploring, identifying, and internalizing external technologies for transformational growth opportunities.



Olga Diamandis
Former Disney,
Smuckers, Mattel,
and P&G Executive

Olga Diamandis is the senior manager at TE Connectivity. Previously, she served as principal technical architect at the Walt Disney Company. She also worked as principal scientist of innovation and knowledge management at The J.M. Smucker Company. Before that, she served as senior manager of Open Innovation at Mattel. She also has experience as a manager of global business development at Procter & Gamble, as well as a previous managerial role at Nestle.



Nitin Narkhede
General Manager,
Emerging
Technologies and
Innovation, Wipro

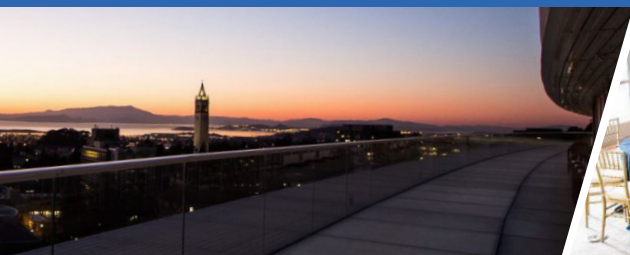


Nitin Narkhede is general manager of emerging technologies and innovation at Wipro Technologies. He is responsible for the development of new services and solutions based on emerging trends and technologies at Wipro. Nitin has been in the forefront of a number of technology and business model transitions during his 20 years at Wipro. Prior to his current assignment, he managed Wipro's e-Business Solutions Practice in the Americas. Nitin has more than 23 years of experience in the technology industry spanning IT strategy and planning, information systems and software product development, technology strategy and innovation management.

Day 1: Tuesday, September 12, 2023

Location: University Club, Memorial Stadium, UC Berkeley

2227 Piedmont Ave, Berkeley, CA 94704



7:45am ■ Bus pick-up at Hotel Shattuck Plaza

8:00am - 9:00am ■ Registration & Networking Breakfast

9:00am - 9:20am ■ 20 Years of Open Innovation: Lessons Learned and Outlook for the Future



Henry Chesbrough

Faculty Director, Garwood Center for Corporate Innovation
UC Berkeley

BerkeleyHaas

9:20am - 10:00am ■ CEO Keynotes - Profiting from Open Innovation: Challenges and Future Outlook



David Keller

President and CEO,
TSMC NA



David Keller is president and Chief Executive Officer of TSMC North America, a wholly owned subsidiary of Taiwan Semiconductor Manufacturing Co. Ltd. (TSMC). Mr. Keller has three decades of semiconductor industry experience and joined TSMC in 1997 as Director of Account Management for North America. Prior to joining TSMC, Mr. Keller served as a sales and marketing executive at National Semiconductor. He held several senior sales and marketing roles during his career at National, such as Director of the networking segment business unit and VP of Americas marketing. Mr. Keller earned his Bachelor of Science degree in Electrical Engineering (B.S.E.E.) from North Dakota State University and his MBA from the University of St. Thomas, St. Paul, Minnesota.



Barbara Humpton

President and CEO,
Siemens Corporation

SIEMENS

Barbara Humpton is president and CEO of Siemens Corporation, where she guides the company's strategy and engagement in serving the company's largest market. She's also passionate about diversity, STEM education and what she calls a worklife blend that honors her priorities both at Siemens and as a grandmother. Most recently, Humpton served as president and CEO of Siemens Government Technologies, Inc. (SGT), a leading integrator of Siemens' products and services for federal government agencies and departments. She was recently appointed by U.S. Commerce Secretary Gina Raimondo to the 2022-2024 U.S. Investment Advisory Council (IAC) to advise the secretary on how policies and programs can attract foreign direct investment to the U.S.

10:00am - 10:20am ■ CEO Panel Q&A - Moderated by Solomon Darwin

10:20am - 11:10am ■ Networking: Speed Dating

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2227 Piedmont Ave, Berkeley, CA 94704

11:10am - 11:30am ■ **Porsche China Challenge:** What does the Open Innovation Strategy look like for the creation of the NEV ecosystem?



Janice Tsang

Head of Innovation,
Porsche China



Janice Tsang leads the Innovation Office at Porsche China, the single largest sales subsidiary of the group. Tsang was born in Hong Kong, China, educated in Oxford and graduated from University College London. Prior to joining Porsche China, she worked in leading international law firms advising multinationals in the Asia Pacific region on large scale disputes. Janice actively speaks about digitalization, innovation, transformation, and leadership topics with a hope to foster a network of change agents in China.

11:30am - 11:50am ■ **Networking Break**

11:50am - 12:35pm ■ **IBM:** Whatever Happened to IBM's Watson? An Open Innovation Story



Bill Higgins

VP of watsonx
Platform Engineering
and Open Innovation,
IBM



Bill Higgins is an IBM Distinguished Engineer who leads watsonx.ai platform engineering and IBM's Open Innovation community. As VP of IBM's watsonx.ai platform engineering organization in IBM research, Bill leads a team of experienced software engineers who, in collaboration with open-source partners at Red Hat, Hugging Face, PyTorch, and Ray, build IBM's strategic AI training and inference platform components. As VP of the IBM Open Innovation community, Bill leads the company's 120,000 person global technical community and fosters community-driven innovations and giveback.

12:35pm - 1:35pm ■ **Networking Lunch**

1:35pm - 2:20pm ■ **URENCO:** Creating Abundant, Green, and Safe Energy Sources through Open Innovation



Paul Lorskulsint

Chief Nuclear Officer,
Urenco



Paul Lorskulsint is responsible for the nuclear safety, industrial safety, and security of the UUSA facility. He ensures the plant is in compliance with all applicable regulatory requirements and the facility license. Losrkulsint has served in a number of positions of increasing responsibility at UUSA which include, compliance manager, deputy compliance manager, head of supply chain execution, chief of staff, logistics manager, operations support manager, and shift manager. Prior to joining UUSA, Paul worked at Knolls Atomic Power Laboratory where he was responsible for overall shift operations of a submarine prototype to train US Navy personnel on the routine operations and maintenance of a submarine engine room.

2:20pm - 3:05pm ■ **META:** Lessons from Open Innovation Journey at META and Outlook for the Future



Dharmesh Jani

Director of
Ecosystems and
Partnerships, META



Dharmesh Jani (DJ) is the Open Compute Project (OCP) ecosystem leader and is passionate and involved in the process of identifying, representing, and integrating the next generation of infrastructure technology, inside and outside of META (formerly Facebook). He is part of a cross-functional team that is responsible for the design and implementation of META's hardware within the company's infrastructure. He is a senior technology executive with business and technical skills, utilizing 20+ years of strategic and operational leadership experience in all aspects of product management, business development, and engineering development in startups and large corporations. DJ has B.Tech EE from IIT-Bombay, an MSEE from UCLA and an MBA from the UCB Haas School of Business.

3:05pm - 3:45pm ■ **Networking Break**

3:45pm - 4:05pm ■ MBA Students Present BIF Research/Consulting Projects Undertaken for Member Companies



Visit the Innovation Squad Website here

4:05pm - 4:35pm ■ TSMC Team Award Ceremony for Leadership in Open Innovation



Mark Liu

Executive Chairman,
TSMC [Taiwan, Via
Teleconference]



Dr. Mark Liu is chairman of Taiwan Semiconductor Manufacturing Co. Ltd. (TSMC). Before he took on his current role, he served in a number of executive positions at TSMC, including president and co-CEO. Dr. Liu established TSMC's first 12-inch fab, and later TSMC's GIGAFAB® operations. Liu joined TSMC in 1993 as an engineering deputy director and established TSMC's first 8-inch fab. Before joining TSMC, Liu was with AT&T Bell Laboratory from 1987 to 1993 as a research manager for the High-Speed Electronics Research Laboratory, working on optical fiber communication systems. From 1983 to 1987, he was a process integration manager at Intel Corporation, developing technologies for microprocessors. Liu received a B.S. degree in electrical engineering from National Taiwan University. He received M.S. and Ph.D. degrees in electrical engineering and computer science from the University of California, Berkeley.



Aart de Geus

Chair and CEO,
Synopsys [via
Teleconference]



Since co-founding Synopsys in 1986, Dr. Aart de Geus has expanded Synopsys from a start-up synthesis company to a global high-tech leader. He has long been considered one of the world's leading experts on logic synthesis and simulation, and frequently keynotes major conferences in electronics and design automation. Dr. de Geus serves on the Boards of the Silicon Valley Leadership Group, Applied Materials, the Global Semiconductor Alliance, and the Electronic System Design Alliance.

4:35pm - 5:00pm ■ Concluding Remarks + Evaluation

5:00pm - 7:00pm ■ Networking Dinner

7:00pm - 7:30pm ■ Open Innovation in Food Design and the Future of Food for Sustainability



Soh Kim

Executive Director
of Food Design
Research, Stanford
University



Soh Kim runs the research program in food innovation and design at Stanford Design. The Food Design Research facility focuses on discovering the future of food, restaurants, and kitchens at Mechanical Engineering. Kim also founded the FoodInno Institute that hosts both the Food Innovation and Design Symposium, as well as the "Food Hackathon". The mission of FoodInno Institute is to bring together a community of academic researchers, entrepreneurs, chefs, designers and students to share perspectives of food innovation and to design the future of food.

7:30pm ■ Bus pick-up to Hotel Shattuck Plaza

Day 2: Wednesday, September 13, 2023

Location: The Faculty Club, UC Berkeley Minor Ln, Berkeley, CA 94720

and Berkeley Lawrence Hall of Science 1 Centennial Dr, Berkeley, CA 94720

7:45am ■ Bus pick-up

8:00am - 8:45am ■ Networking Breakfast, Welcome by Solomon Darwin

8:45am - 9:45am ■ CTO Keynotes and Panel Discussion

Creating Open Innovation Roadmaps for the Foreseeable Future



Prith Banerjee

CTO, Ansys



Prith Banerjee is CTO at ANSYS, a leader in engineering simulation. In this role, he leads the evolution of ANSYS's technology and champions the company's next phase of innovation and growth. Previously he spent 20 years in academia as a professor, chairman, and dean at the University of Illinois and Northwestern University. He has founded two companies, AccelChip and Binachip. Banerjee currently serves on the board of directors of Turntide Technologies. He is the author of more than 350 papers and a book titled *Innovation Factory*. He received a B.Tech. in electronics engineering from the Indian Institute of Technology, Kharagpur, and an M.S. and Ph.D. in electrical engineering from the University of Illinois, Urbana.



Mallik Tatipamula

CTO, Ericsson



As CTO of Ericsson, Mallik leads the company's next phase of innovation and growth, driven by the intersection of 5G, edge computing, and AI. In addition, he leads 6G research efforts. Prior to Ericsson, he held leadership positions at F5, Juniper, Cisco, Motorola, Nortel, and IIT (Chennai). During his career, he has played a unique leadership role in delivering the industry's most powerful innovations, often working with academia by anticipating what might happen next to accelerate the architectural transitions in the telecom industry. He has identified strategic opportunities, implemented programs that have brought innovations with a multi-billion-dollar impact, and launched more than 50 products/solutions that are deployed globally to enable network transitions from 2G to 5G.



Subha Tatavarti

CTO, Wipro



Subha Tatavarti brings two decades of experience in the IT industry spanning product development, delivery, lifecycle management, cloud computing, data technology, and analytics. Subha previously was at Walmart, where she led product, technology development and commercialization of enterprise infrastructure. Tatavarti also previously headed the product, data and infrastructure platform at PayPal, where she drove transformation through scalable, API-driven interoperable platforms. She was instrumental in simplifying the data and analytics infrastructure and pioneered modernization initiatives across cloud, developer platforms, and frameworks. Her earlier career experience included building scalable solutions across large enterprises, including Abbott Labs, Fannie Mae, and Bearing Point.

9:45am - 10:05am ■ CTO Panel Moderator: Henry Chesbrough

10:05am - 10:25 am ■ Networking Break

Day 2: Wednesday, September 13, 2023

Location: The Faculty Club, UC Berkeley Minor Ln, Berkeley, CA 94720

and Berkeley Lawrence Hall of Science 1 Centennial Dr, Berkeley, CA 94720

10:25am - 10:55am ■ **INTEC Challenge:** Developing Customized Metaverse Solutions for Corporations



Shigeaki (Sam) Sakata

Director and COO,
INTEC I.T. USA



At INTEC I.T. USA Inc, Sakata researches, analyzes, and plans financial ICT technology for INTEC Inc. He supports research, activities and project promotion carried out in the US for INTEC customers. He also performs as a local supervisor for INTEC Innovative Technologies USA.

10:55am - 11:55am ■ **Intel, Nestle, Dell:** Open Innovation and Adapting Business Ecosystems to Business Models



Mark Donavon

Head of Digital
Strategy and
Ecosystem
Development,
Nestle Purina



Mark Donavon is head of digital strategy and ecosystem development at Nestle Purina PetCare. He previously served in other executive positions at Nestle Purina such as director of the Digital & AI Solutions Group. He is a leader in developing digital products for pets and the AI that translates each pets data into meaningful insights, with the goal of ultimately making the lives of pets and the people who love them better and more fulfilling.



Brian Gonzalez

Executive Director,
Intel



Brian Gonzalez is executive director at Intel Corporation and the general manager of Intel's global digital readiness programs. His focus is on AI skills development for next-generation innovators. He previously served as senior director of the public sector policy, as well as general manager of global education sales, also at Intel.



Brons Larson

AI Strategy/
Ecosystems Lead,
Office Of The CTO,
Dell Technologies



Brons Larson, PhD, is the AI strategy/ecosystems lead for the office of the CTO at Dell Technologies. He is an applied mathematician who helps develop strategies for exploiting artificial intelligence across Dell's ecosystem. He has more than 20 years of business development experience, securing cross-discipline funding from both commercial and government sources. He was a former VP at SAIC and was the founder of Vor Data Systems, focusing on developing and deploying technologies across a diverse set of disciplines, including microbiology, radar, EO/IR, communications, acoustics, health and fitness, video gaming, and autonomous vehicles.

11:55am - 12:15pm ■ **Panel Discussion - Moderated by Henry Chesbrough**

12:15pm - 1:15pm ■ **Networking Lunch**

1:15pm - 1:45pm ■ **NVIDIA:** Overcoming Future Challenges with Open Innovation



Soma Velayutham

General Manager
of Telecoms & 5G
Vertical, NVIDIA



Soma Velayutham is the global industry business development lead for telecom at NVIDIA, where he evangelizes AI adoption and accelerated computing into telecoms and 5G wireless communications. He is a successful serial intrapreneur and product leader with more than 20 years in the software and high-tech industries. He has incubated and launched multiple software products globally for large corporations. He's also a mentor to early-stage startups at the Stanford incubation program, iFarm. Soma has the full product-lifecycle experience from product strategy to R&D.

Day 2: Wednesday, September 13, 2023

Location: The Faculty Club, UC Berkeley *Minor Ln, Berkeley, CA 94720*
and Berkeley Lawrence Hall of Science *1 Centennial Dr, Berkeley, CA 94720*

1:45pm - 2:25pm ■ **NASA: Open Innovation in Space: Value Creation in the Emerging Landscape**



Greg Schmidt

Director of Solar System Research Virtual Institute, NASA



Greg Schmidt is the director of the Solar System Exploration Research Virtual Institute at the NASA Ames Research Center. He is co-founder of the NASA Ames Space Portal, an organization that promotes activities in entrepreneurial space and was part of the core team that developed the science of astrobiology in the late 1990s. He has a passion for developing partnerships with commercial, academic and international organizations in order to further the broad goals of space exploration. He received a B.S. in physics from UC Berkeley and an MS in biomedical engineering from UCSD.

2:25pm ■ **Bus pick-up to Berkeley Lawrence Hall Labs**

3:00pm - 4:30pm ■ **Tour: 3D Theater and Planetarium**



4:30pm - 5:00pm ■ **Bus pick-up to Faculty Club**

5:00pm - 5:20pm ■ **Closing remarks - Henry Chesbrough**

5:20pm - 5:50pm ■ **Cocktails at Faculty Club**

5:50pm - 6:35pm ■ **Exploring the Mysteries of the Expanding Universe: Big Bang, Dark Space, and Dark Matter**



David Schlegel

Senior Scientist,
Lawrence Berkeley
National Lab



Schlegel is an astrophysicist at Lawrence Berkeley National Lab, making the largest two-dimensional and three-dimensional maps of the universe. These maps are important tools for cosmology and for studying the effects of dark energy, dark matter, and fundamental physics. Schlegel is also the principal investigator for the BOSS project on the Sloan Telescope, which has made a three-dimensional map of 1.5 million galaxies and measured the scale of the universe to 1% precision.

6:35pm ■ **Networking Dinner at Faculty Club**

8:00pm ■ **Program Ends - Transportation on your own to Shattuck Plaza Hotel**

7:45am ■ Bus pick-up from Shattuck Plaza Hotel

9:30am - 10:30am ■ **Siemens Electronic Design Automation (EDA) Center:** Learn about Megatrends in the Semiconductor Industry that Will Transform Our Future

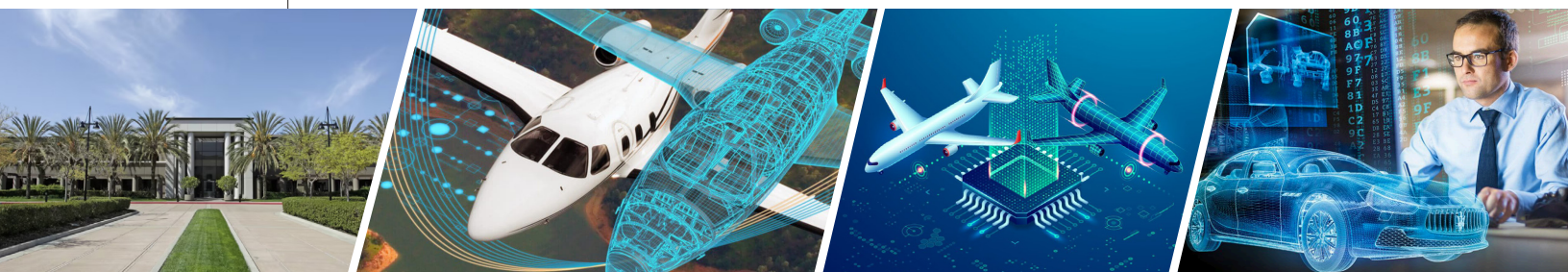


Neil Hand

Director of Marketing,
Siemens



Neil Hand is the director of marketing for the IC Segment of Siemens EDA (Siemens Digital Industries Software). He is a marketing executive with more than 30 years of experience, having held strategy, marketing, sales, and technical roles in software, semiconductor, systems, and services companies. He ensures Siemens maintains a consistent approach to marketing on topics that span multiple EDA domains, and integrates Siemens EDA messaging into the larger Siemens Digital Industries marketing infrastructure.



10:30am - 10:45am ■ Networking Break

10:45am - 12:00pm ■ BIF Challenges

- **Creating an Open Innovation Platform for Time Banking Digital Currency that Will Transform Rural Communities Worldwide** (Presented by David Hwang)
- **Creating the Economy of Goodness to Empower Underserved Communities** (Presented by Rey-Sheng Her)



David Hwang

Adviser, Rich Fish
Investments



Rey-Sheng Her

Deputy CEO, Tzu Chi
Foundation



11:30pm - 1:30pm ■ Networking Lunch

1:30pm - 2:00pm ■ Transportation to Santa Clara

2:00pm - 5:00pm

A Visit to Amazon's Futuristic Fulfillment Center and AI Prototyping Lab, Santa Clara



View Amazon's newest robots in action here:
<https://youtu.be/c0uHDPgtqC8>



Learn How Amazon Innovates Series

Showcasing the Culture of Innovation at Amazon



Kwesi Edwards

Sr Mgr Data Base
Freedom GTM
Specialist, AWS



Edwards serves as principal go-to-market specialist for the database freedom team at Amazon Web Services. In his current position at AWS, as well as during his previous tenures at Oracle and Informatica, Mr. Edwards has been instrumental in enabling educational institutions, Fortune 500 companies, and startups to excel. Having dedicated over a decade to integrating enterprise technology into colleges and universities, he has gained an in-depth understanding of student information systems, particularly across the California Community Colleges. He is a member of FoundationCCC's (Foundation for California Community Colleges) board of directors.

Emerging Innovations in Generative-AI at AWS



Satish Lakshmanan

Global Head of AI/ML,
AWS



Lakshmanan is the managing director and global head of AI/ML (ML, vision-language-applied AI, industrial and health AI) at Amazon Web Services. He specializes in identifying new market opportunities and then driving their transformation into winning global products. His career spans successful tenures with both nascent and Fortune 500 companies, where he gained recognition for defining product strategy and building market-leading, multi-industry products across consumer wireless, telecommunications, IT infrastructure, enterprise software/services (AI and machine learning), computer vision, large language models, applied AI, industrial AI, health AI and edge and hybrid cloud computing.

Prototyping Workshop - Bring your own ideas to explore at the Innovation Lab



Tamil Jayakumar

Specialist Solutions
Architect, AWS



Jayakumar is a prototyping engineer and a specialist solutions architect who is part of the Amazon Web Services (AWS) worldwide prototyping team. He has more than a decade of hands-on experience building software systems, proof of concepts (POC), and minimum viable products (MVP) in the fields of the internet of things, robotics, and business applications for the web & mobile. Previously from Wipro Limited, he was the lead solutions architect at the Silicon Valley Innovation Center and was responsible for building and customizing several hardware and software prototypes, hosting high profile customer visits, and fostering in-house R&D capabilities.

Post Event: Thursday, September 14, 2023

Location: AWS Prototyping and Innovation Lab, Santa Clara

2795 Augustine Drive, Santa Clara, CA 95054

5:00pm ■ Networking Dinner

6:00pm ■ Program Ends - Transportation on your own

Members of the Berkeley Innovation Forum

