



# BERKELEY INNOVATION FORUM

GARWOOD CENTER FOR CORPORATE INNOVATION

**April 19 - 22, 2023**

## The Future of Open AI & Open Business Models: Benefits, Risks, and Challenges

Location: San Francisco and Santa Clara

Hotel: AC Marriott. 2970 Lakeside Dr, Santa Clara, CA 95054

**Pre-Event: Wednesday, April 19, 2023 at Planet, 645 Harrison St, 4th Floor, San Francisco, CA 94107**

6:00pm - 6:05pm

### 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.

6:05pm - 6:10pm

### Planet Introduction

6:10pm - 6:45pm

### Networking Cocktail Reception and Tour

*Using Space to Help Life on Earth: Planet is driven by a mission to image all of Earth's landmass every day, and make global change visible, accessible and actionable.*

Over the past decade with our customers, Planet has revolutionized the Earth observation industry, democratizing access to satellite data beyond the traditional agriculture and defense sectors.



6:45pm - 7:30pm

### Networking Dinner

7:30pm - 8:15pm

### Fireside Chat with Will Marshall, Co-founder and CEO, Planet, and Her Excellency Patricia Scotland, Secretary General of Commonwealth Nations



**Will Marshall**  
Co-founder and CEO,  
Planet



Will Marshall is chairman, co-founder & CEO of Planet. Will is a scientist-turned-entrepreneur with extensive experience building and leading teams in the technology space at NASA and now at Planet. He has grown the team from the garage to a public company of more than 800 people. He oversees the vision, product, and business strategy, carrying out Planet's mission as written into its Public Benefit Corporation charter. Will was recognized as a Young Global Leader by the World Economic Forum and serves on the board of the Open Lunar Foundation. Prior to Planet, Will was a scientist at NASA/USRA. He holds a Ph.D. in physics from the University of Oxford and a masters in physics with space science and technology from the University of Leicester. He was also a postdoctoral fellow at George Washington University and Harvard.



**Her Excellency  
Patricia Scotland**

Secretary-General  
of Commonwealth  
Nations



The Rt Hon Patricia Scotland KC (King's Counsel) is the 6th Commonwealth Secretary-General, twice-elected by the 56 nations. She was born in Dominica and was their candidate for the post at the Commonwealth Heads of Government Meeting (CHOGM) in Malta in 2015. She is the second secretary-general from the Caribbean and the first woman to hold the post. She is a member of the House of Lords.

8:15pm

### Closing Remarks

8:30pm

### Bus pick-up to AC Marriott Hotel

Day 1: Thursday, April 20, 2023

Location: NVIDIA Campus: A Journey Exploring the World of AI.

2888 San Tomas Expy, Santa Clara, CA 95051



7:45am

Bus pick-up at AC Marriott Hotel

8:00am - 9:00am

Registration & Networking Breakfast - NVIDIA

9:00am - 9:15am

Welcome by Henry Chesbrough



**Henry Chesbrough**

Faculty Director,  
Garwood Center for  
Corporate Innovation,  
UC Berkeley

BerkeleyHaas

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.

9:15am - 10:00am

Networking: Speed Dating

10:00am - 10:45am

The New AI Superpower: Building Virtual Worlds. Fireside Chat Moderated by Solomon Darwin



**Hue Tran Davis**

Global Head  
of Business  
Development, Nvidia



Hue Tran Davis is the head of market development and strategic partnerships at Nvidia and leads global business development for omniverse and Metaverse initiatives. Prior to joining Nvidia, she was the founder and managing partner of Grit Ventures. She also spent nine years at Adobe, first working in corporate development, M&A, and venture investments and then as chief strategy officer for the Creative Cloud and Document Cloud product lines. She holds a B.S. in electrical engineering from UC Santa Barbara and an MBA from the University of California, Berkeley, Haas School of Business.



**Keith Strier**

Vice President,  
Worldwide AI Initiatives,  
Nvidia



Keith Strier works with senior leaders across public and private sectors to help them understand the new art of the possible when AI, GPU-accelerated computing, autonomous machines, and IoT are deployed at scale. He also leads Nvidia's AI Nations Initiative, assisting governments to acquire the AI infrastructure they need to realize their plans, whether to improve the citizen experience or build an AI mega-city that transforms urban living. Keith co-chairs the OECD.AI Expert Group on AI Compute and Climate.

10:45am - 11:45am

Why Bridging the Digital Divide is Critical for a Sustainable Future: How Open Innovation Can Help. Intro by Solomon Darwin



**Her Excellency  
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Secretary-General  
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11:45am - 12:15pm

Networking Break

12:15pm - 1:00pm

Understanding Pharma Supply Chains Under Threat: Exploring Open Innovation Solutions



**Dr. Kannan**

CEO, Founder,  
Rupus Global



Dr. Kannan Vishwanath is an academic researcher and entrepreneur with more than 24 years' experience in pharmaceuticals and international trade. He holds a bachelor's in chemical engineering and both a master's and doctorate in business management. He has consistently increased production, reduced operating costs, and improved product quality by utilizing world-class manufacturing concepts to optimize and rationalize manufacturing processes and supply chain networks. He is known for building and motivating cross-functional teams that exceed corporate expectations.



**Ajit Kamath**

Executive Chairman  
and Managing  
Director, Arch  
Pharma



Ajit Kamath is the executive chairman and managing director of Arch Pharma and was first appointed as an additional director on January 1, 2001. He holds a bachelor's degree in commerce from the University of Mumbai and has more than 19 years of experience in the pharmaceutical industry. Prior to joining Arch Pharma, he worked with CEAT Financial Services Limited and was one of the promoters of Arch Commerz Private Limited, which reverse-merged into Arch Pharma pursuant to the Scheme of Rehabilitation. He has been instrumental in the acquisitions made since Arch's acquisition of the Gurgaon Unit in December 2004. He has been involved and instrumental in planning and formulating the overall business strategy and developing business relations.



**Deepak Shenoy**

Managing Director,  
Medec Dragon



Dr. Deepak Shenoy holds a bachelor's degree in commerce and completed his master's in business management in Chennai. He has more than 15 years of experience in the pharmaceutical space and has previously been director of marketing in Benzochem Lifesciences Pvt Limited. He has extensive experience in marketing pharmaceutical products in emerging markets As director of marketing at Benzochem, he has responded to expanding the product portfolio of the company into East European and African markets. Dr Deepak also is responsible for worldwide strategy and commercial growth at Medec Dragon Pvt Limited. He has been conferred an honorary doctorate by Dr. APJ Abdul Kalam University and Research Centre for his exemplary commitment in the field of pharmaceutical exports to emerging markets.

1:00pm - 2:00pm

Networking Lunch

2:00pm - 3:00pm

Corporate Challenge: How to Launch New Products/Services through an Open Innovation on a Prototyping Canvas



**Prof. Maria Chiara  
Di Guardo**

Head of the Innovation  
and Entrepreneurship  
Centre CREA-UniCa,  
University of Cagliari  
(Italy)



Professor Maria Chiara Di Guardo is a full professor at the University of Cagliari and Head of the Innovation and Entrepreneurship Centre CREA-UniCa at the University of Cagliari (Italy).

3:00pm - 3:30pm

Networking Break and Tours



3:45pm - 4:45pm

## New Open Innovation Paradigm in Healthcare: How Do We Add 80 Billion Productive Years to this Generation?



**Sampath Kumar**

Principal Sec of Healthcare, Meghalaya, India



Sampath Kumar is an administrative service officer in India with more than 24 years of leadership experience. He has worked for more than 17 years in the Indian Administrative Service (IAS) and 7 years in the nonprofit sector. Sampath Kumar has had the opportunity to design and implement innovative and scalable policy solutions for poverty reduction, women's empowerment, rural development, and participatory governance. In Meghalaya, he launched the State Capability Enhancement Project (SCEP) as a means of strengthening state capacity, while tackling complex challenges, including the COVID-19 pandemic. Applying principles of the SCEP, Meghalaya's response involved cross-department collaboration, alliance between government and civil society, and mass mobilization of a community-level response across the state. The state has also used the heightened focus on health to tackle other key issues, such as maternal and child mortality.



**Prof. Asta Pundziene**

Professor, Kaunas University of Technology, Lithuania  
Visiting Scholar, Haas School of Business, UC Berkeley



Asta Pundziene is a full professor in strategic management and organizational psychology in the School of Economics and Business, Kaunas University of Technology, Lithuania. She has more than 15 years of experience in managing research and innovation at universities. She is a founding editor of the *Baltic Journal of Management*. Her current research is related to dynamic capabilities and competitiveness of digital health programs, as well as manifestation of dynamic capabilities of the technological SMEs across countries. She has been a visiting scholar at the Haas School of Business, UC Berkeley, since 2018.



**Dr. Rajkumar Songa**

CEO, Centre for Migration Medicine; India



Dr. Rajkumar Songa did his MBBS, MD (Med) from AIIMS, Delhi. He worked at a few tertiary care hospitals as physician/intensivist and was selected to be the panel physician for five anglophone countries – US, Australia, Canada, UK, and NZ. His panel clinic is the Centre for Migration Medicine (CMM), which is overseen by the CDC, Global Health Australia, and the UK Health Security Agency. He is on the board of several nonprofit organizations, such as Global Disciples and Reasons to Believe (Asia Pacific), and has served as the founding vice president of the International Panel Physician Association (IPPA). He has an MA in OLM (Organizational Leadership and Management) from Sam Higginbottom University, Allahabad. He is currently a Garwood Fellow at the University of California, Berkeley, Haas School of Business.

4:45pm - 5:15pm









## Berkeley Innovation Squad (Haas MBAs) Solutions to BIF Members' Challenges - Project Presentations

Google, Nvidia, and NASA on measuring the impact of Earth and the Earth's declining balance sheet.



Day 1: Thursday, April 20, 2023

Location: NVIDIA, Santa Clara 2888 San Tomas Expy, Santa Clara, CA 95051

5:30pm	Bus pick-up to Adobe
5:45pm	Check-in
6:00pm - 7:00pm	<p><b>Fireside Chat with Her Excellency Patricia Scotland. Moderated by Solomon Darwin</b></p> <div><div></div><div><p><b>Mala Sharma</b></p><p>VP &amp; GM, Creators &amp; Digital Media Education, Adobe</p><p>Adobe</p></div><div><p>Mala Sharma is vice president &amp; general manager of Creators and Digital Media Education at Adobe. She practices a mindful approach to business and is passionate about building self-worth through creativity and education. A 17+ year Adobe veteran and a key member of the leadership team that transitioned Adobe into a SaaS powerhouse, Mala's team focuses on providing students, educators, and the people who make up the Creator Economy with access to Adobe's powerful creative tools, like Adobe Express. She is a passionate advocate for the creative community and for making Adobe's tools widely accessible to everyone – particularly students and young creators. Mala holds a bachelor's degree in business and an MBA from universities in India.</p></div></div> <div><div></div><div><p><b>Jace Johnson</b></p><p>VP, Global Policy, Government &amp; Ethical Innovation, Adobe</p><p>Adobe</p></div><div><p>As vice president, government affairs and public policy, Jace Johnson leads Adobe's efforts with government and policy bodies on key issues for Adobe around the world. This includes work with government entities on policymaking efforts, as well as advocating for the role of technology in helping governments meet their information, collaboration, and open government needs.</p></div></div> <div><div></div><div><p><b>Alexandru Costin</b></p><p>Vice President - Generative AI &amp; Sensei, Adobe</p><p>Adobe</p></div><div><p>Alexandru Costin is vice president of Generative AI and Sensei at Adobe. In this role he is charged with building and integrating generative AI models into Adobe's creative tools, and building AI and machine learning data, training and inference technologies and infrastructure for Adobe Research and Applied Research. A 17-year Adobe veteran, Alexandru is passionate about machine learning and its impact on the world. Alexandru oversees the Sensei Platform – the company's "AI Superhighway" for tech transfer – enabling teams in Adobe Research and applied research to be more efficient in distributed model training, GPU clusters usage, AI model conversion, and quantization for cloud and on-device efficient execution.</p></div></div> <div><div></div><div><p><b>Her Excellency Patricia Scotland</b></p><p>Secretary-General of Commonwealth Nations</p></div><div><p>The Rt Hon Patricia Scotland KC (King's Counsel) is the 6th Commonwealth Secretary-General, twice-elected by the 56 nations. She was born in Dominica and was their candidate for the post at the Commonwealth Heads of Government Meeting (CHOGM) in Malta in 2015. She is the second secretary-general from the Caribbean and the first woman to hold the post. She is a member of the House of Lords.</p></div></div>
7:00pm - 7:30pm	Cocktail reception
7:30pm - 8:45pm	Dinner at Adobe
8:45pm	Closing remarks
9:00pm	Bus pick-up to AC Marriott Hotel

Day 2: Friday, April 21, 2023

Location: NVIDIA, Santa Clara 2888 San Tomas Expy, Santa Clara, CA 95051

7:45am - 8:00am

Bus pick-up from AC Marriott Hotel

8:00am - 9:00am

Networking Breakfast

9:00am - 10:00am

**Understanding Open AI: Impact on Business Expansion, Impending Risks and Preparedness for Unanticipated Challenges. Moderated by Henry Chesbrough**



**Lila Tretikov**

Deputy Chief  
Technology Officer,  
Microsoft



Lila Tretikov is a deputy chief technology officer and corporate vice president at Microsoft Corporation, and is a leading expert on artificial intelligence and business transformation. In her role at Microsoft she applies a cross-disciplinary approach to creating solutions that address some of the world's most challenging problems and empower humanity through technology. Prior to joining Microsoft in 2018, Tretikov served as senior vice president of Engie SA, a multinational energy company, and CEO and vice chairman of the Terrawatt Initiative, a nonprofit organization launched by Engie and other multinationals with a mission to alter the Earth's ecology through energy transition to CO<sub>2</sub>-negative systems. She was previously CEO and executive director of The Wikimedia Foundation and Wikipedia Endowment. Tretikov attended Moscow State Lomonosov University, where she studied mathematics, and the University of California, Berkeley, where she studied AI and visual art.



**Keith Strier**

Vice President, World-  
wide AI Initiatives,  
NVIDIA



Keith Strier works with senior leaders across public and private sectors to help them understand the new art of the possible when AI, GPU-accelerated computing, autonomous machines, and IoT are deployed at scale. He also leads Nvidia's AI Nations Initiative, assisting governments to acquire the AI infrastructure they need to realize their plans, whether to improve the citizen experience or build an AI mega-city that transforms urban living. Keith co-chairs the OECD.AI Expert Group on AI Compute and Climate.

10:00am - 10:30am

**How Ecosystem Approaches of Empowering Entrepreneurs with Financial Inclusion & Fintech Strategies Expand Markets**



**Alex Lintner**

Chief Executive Officer,  
Experian Software  
Solutions



Alex Lintner has been group president for Consumer Information Services at Experian since September 2015. Prior to joining the company, he was president & CEO of Vertafore, an insure-tech company owned by private equity giant TPG, and president of Intuit's Global Business division, having joined Intuit in 2005 as senior vice president of strategy, corporate development, and government affairs. Before this, Alex was vice president at The Boston Consulting Group, for which he worked in their offices in Munich, London, and San Francisco. Alex attended The University of Tulsa, where he earned a bachelor's degree in business administration, majoring in management information systems. He also earned an MBA from Boston College and has an executive certificate from Harvard Business School.

10:30am - 11:00am

Networking Break and Tour

11:00am - 11:30am

**How Companies Leverage Open Source Software**



**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.

11:30am - 12:00pm

Break and Tour

12:00pm - 12:15pm

**Special Award Ceremony: Global Leadership in Open Innovation - Conferred by Prof. Henry Chesbrough**

Day 2: Friday, April 21, 2023

Location: Google X 100 Mayfield Ave, Mountain View, CA 94043

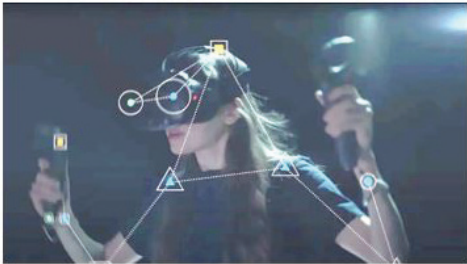


and Wipro 425 National Ave, Mountain View, CA 94043

12:15pm - 12:30pm	Recap, Evaluations, and Closing Remarks by Solomon Darwin
12:30pm - 1:30pm	Networking Lunch
1:30pm - 2:00pm	Bus pick-up to X
2:00pm - 3:00pm	<p><b>X: How Taara-X Technology Will Connect the Rest of the Marginalized World to Expand Markets</b></p> <div><p><b>Mahesh Krishnaswamy</b> Director &amp; Project Lead, Project Taara, X, the moonshot factory</p></div> <p>Mahesh Krishnaswamy leads Project Taara, which uses wireless optical communication to bring affordable, high-speed, high-capacity bandwidth to unconnected communities around the world. Before founding Taara, Mahesh headed manufacturing and supply chains for Project Loon. Before joining X, Mahesh worked at Apple managing a portfolio of products from concept to launch, and worked for a decade at Motorola, where he brought WiMAX and LTE products to market. Mahesh holds a B.S. and M.S. in electrical engineering and an MBA from Northwestern's Kellogg School of Management, where he received the Dean's distinguished service award in 2009. Mahesh currently serves on the board of St. Jude's Digital Innovation.</p>
3:00pm - 3:30pm	<p><b>X Moonshot Factory Tour</b></p> <div></div> <p><i>Beaming broadband across the Congo River</i></p> <ul style="list-style-type: none"><li>Free Space Fiber-less Technology: Provides Connectivity Across Terrains: forests, water, railways, or real estate barriers</li><li>Brings internet to underserved locations: To serve people at the bottom of the pyramid.</li><li>The Taara team is now focused on delivering 20+ Gbps connectivity over distances of 20+ km between each terminal and on making the units fast and easy for partners to deploy.</li><li>Easy to Integrate: Based on open standards to work seamlessly with existing infrastructure &amp; environments.</li></ul>
3:30pm - 4:00pm	Bus pick-up to Wipro Silicon Valley Innovation Center
4:00pm - 5:30pm	<p><b>Wipro Tour and Presentation: How Digital Transformation Can Build a More Resilient Future</b></p> <p>Wipro's Silicon Valley Innovation Center showcases emerging technologies that enable their clients to become future-ready in this era of digital transformation. The center demonstrates cutting-edge enterprise applications based on disruptive technologies such as artificial intelligence, virtual reality, hyperspectral imaging, machine vision and collaborative robotics &amp; automation, to solve real-world business challenges faced by enterprises. The center will also serve as a value creator for technology start-ups, small and medium enterprises, and entrepreneurs, enabling them to showcase and integrate their technology capabilities with that of Wipro and participate in the larger innovation ecosystem.</p> <div><p><b>Subha Tataavarti</b> CTO, Wipro</p></div> <p>Subha 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. She previously headed the product, data &amp; 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.</p> <div><p><b>Nitin Narkhede</b> General Manager, Emerging Technologies and Innovation, Wipro</p></div> <p>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 of work at Wipro. Prior to his current assignment, he managed Wipro's e-Business Solutions Practice in the Americas. Nitin has over 23 years of experience in the technology industry spanning IT strategy and planning, information systems and software product development, technology strategy and innovation management.</p>
5:30pm - 6:30pm	Networking Reception
6:30pm - 8:00pm	Dinner
8:10pm	Bus pick-up to AC Marriott Hotel. Program ends.



Post Event: Saturday, April 22, 2023

Location: Ericsson Innovation Lab 2755 Augustine Dr., Santa Clara, CA 95054

9:45am	Bus pick-up at AC Marriott Hotel to Ericsson Innovation Lab
10:00am - 12:00pm	<p><b>Communication Systems that will Enhance and Transform our World</b></p> <div></div> <p><b>Visit to the Ericsson Innovation Center D-15</b> Explore the benefits of leading-edge networks powered by Ericsson technology.</p> <p>“The Impact of Open Innovation within an Industry is incremental but across Industries it is exponential.” - Dr. Mallik Tatipamula, CTO, Ericsson, Silicon Valley</p> <div><p><b>Dr. Mallik Tatipamula</b> CTO of Ericsson</p></div> <p>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.</p>
12:00pm - 1:00pm	Networking Lunch
1:15pm	End of post-event. Transportation on your own.

## Members of the Berkeley Innovation Forum

