



# BERKELEY INNOVATION FORUM

APRIL 18 - 21, 2017

## Impact of Artificial Intelligence on Business Model Innovation & Disruption

Host: SAP Bldg. 8, 3475 Deer Creek Rd, Palo Alto, CA 94304



Hotel: Sheraton Palo Alto Hotel, 625 El Camino Real, Palo Alto, CA 94301

TUESDAY, APRIL 18 | GOOGLE X, EXECUTIVE BRIEFING CENTER

PRE-CONFERENCE EVENT

**5:00pm** Bus Pick-Up: Sheraton Palo Alto Hotel to Google X, 250 Mayfield, Mountain View, CA 94043

**5:30pm** Cocktail Networking Mixer: Executive Briefing Center

**6:20pm** Welcome



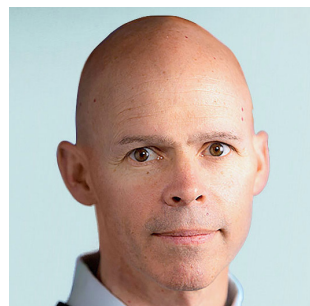
### SOLOMON DARWIN

Executive Director, Garwood Center for Corporate Innovation

BerkeleyHaas

Solomon Darwin is the Executive Director, Garwood Center for Corporate Innovation and former Executive Director of 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.

**6:30pm** Showcasing Gamechanging Technologies in Energy, Communication & Transportation



### MIKE CASSIDY

Advisor, Google X

Google

**Energy:** Cheap-Safe-Clean Energy from Fusion

Mike Cassidy is a Vice President at Google. Prior to joining Google, Mike was the Co-Founder and CEO of four start-ups: Ruba, Xfire, Direct Hit, and Stylus Innovation. Ruba helped travelers share their favorite places and was acquired by Google.



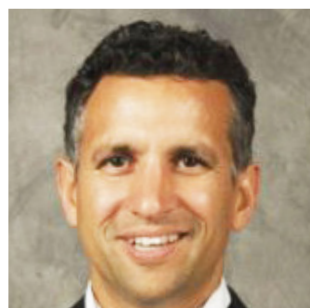
### MAHESH KRISHNASWAMY

Head of Special Projects, Google X

Google

**Communication:** Emerging Breakthrough Technology

Krishnaswamy currently leads a special program on communications at X. Prior to that he was the head of manufacturing for Project Loon, which attempts to use balloons for internet coverage. Previously, Mahesh held management positions at Apple and Motorola.



### SIMON VERGHESE

Hardware Engineer, Google and Waymo

Google



**Transportation:** AI in Autonomous Transportation

Simon Vergheze is a Hardware Engineer at Google and Waymo. He holds a BS degree in physics and BS and MS degrees in electrical engineering from North Carolina State University. He also holds MS and PhD degrees in physics from the University of California, Berkeley. Vergheze has also held prominent positions at MIT.

**7:30pm** Networking Buffet: Informal Sit Down Table Discussions

**8:30pm** Closing Thoughts: Professor Henry Chesbrough

**9:00pm** Bus Pick-Up: Google X to Sheraton Palo Alto Hotel

**7:15am** Bus Pick-Up: Sheraton Palo Alto Hotel**7:30am** Breakfast: Networking Buffet in Atrium, SAP Bldg. 8**8:15am****PHILIPP SKOGSTAD**

Vice President, Design &amp; Innovation, SAP

**Introduction**

Philipp Skogstad is a Vice President in SAP Design. He currently serves as the Executive Director to SAP's Chief Design Officer and Head of the Silicon Valley Next Talent Program, shaping both SAP's product and personnel direction. Philipp is an expert in design thinking, innovation, and change management. In his fast-track career at SAP, he led special projects for the chairman, end-to-end experience for SAP HANA, SAP's user experience and design strategy, open innovation, and global development processes, methods and tools.

**8:35am****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 a professor at the Haas School of Business, and Faculty Director at the Garwood Center for Corporate Innovation, UC Berkeley.

**8:45am** Speed Dating: Networking and Relationship Session**9:45am** Keynote Topic: "Impact of AI in Software-Centric Firms"  
Opportunities & Challenges for New Business Models**RAY O'FARRELL**

EVP &amp; CTO, VMware

O'Farrell joined VMware in April 2003 as an engineering leader during the early development of the ESX platform. Over the past decade it has been his privilege to manage and grow an R&D organization from a few hundred to many thousands of engineers with a truly global footprint.

**MANISH VYAS**

Global President, CME, Chief Executive – Network Services

Manish is an accomplished leader with extensive expertise and experience across global markets, Manish has led large and diverse global programs and initiatives during his 24 year career. He is known for his ability to build high performance teams, drive profitability and growth through innovative solutions and create robust sales and go-to-market strategies. He has been associated with Tech Mahindra for 17 years and played a key role in Tech Mahindra's transformation journey.

**JONATHAN BECHER**

Chief Digital Officer, SAP

Mr. Jonathan D. Becher has been the Chief Digital Officer of SAP SE since November 2014 and served as Chief Marketing Officer of SAP SE from August 30, 2011 to November 2014. Becher served as the President and Chief Executive Officer of Pilot Software Inc., and was responsible for overall strategic direction of Pilot Software. He served as an Interim President and Chief Executive Officer of Accrue Software Inc.

**10:45am** Panel Discussion with Keynote Speakers, Moderated by Henry Chesbrough

**11:05am** Coffee Break

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**11:30am** Value Creation Through the Open Innovation Network within BIF Community

— Stories, Case Studies and Use Cases within Member Firms

— Volunteer Member Panel, Moderated by Professor Solomon Darwin



**AARON SIMKIN**

General Manager,  
Paradigm  
Mtuity, Inc.



**OLGA PATEL**

Principal Scientist,  
Open Innovation,  
J.M. Smucker Co.



**MOHI AHMED**

Senior Director,  
Open Innovation Gateway,  
Fujitsu



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**12:30pm** Networking Lunch Buffet

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**1:30pm** Expanding Services Through Open Innovation - Fireside Chat, Moderated by Henry Chesbrough



**ALEX ZOGHLIN**

Global Head of Innovation, Hyatt Hotels Corporation, NY



Alex has a proven track record of navigating industry disruption. His growth mindset will help lead Hyatt forward into this next chapter of discovery, one that's anchored in data and insights and chartered by design thinking and innovation. Zoghlin moved into the newly created position three years after joining Hyatt as the global head of technology. A lifelong entrepreneur, he is the founder of five technology companies, including Orbitz, for which he also served as chief technology officer. Prior to entering the private sector, Zoghlin spent four years in the U.S. Navy.



**CLAUS VON RIEGEN**

Vice President and Head of Business Model Innovation, SAP SE



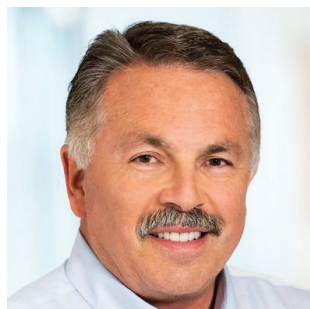
Claus von Riegen is Vice President and Head of Business Model Innovation at SAP SE. He chairs the BMI Service Center that shapes the design and implementation of new business models across board areas. In this role, he acts as a transformation agent and helps SAP pursue new business models in an agile way – managing the trade-offs with the corporate immune system that focuses on optimizing their current business model.

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**2:30pm** Coffee Break

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**2:45pm** Keynote Topic: "Impact of AI in Hardware-Centric Firms"  
Opportunities and Challenges for New Business Models



**JERRY BAUTISTA**

Vice President & General Manager, New Devices Group, Intel

Jerry leads Intel's New Devices Group - focused on wrist worn devices (smart watches launched for Fossil, Tag Heuer, and New Balance); as well as headworn glasses (Recon JetPro- for enterprise, Oakley Radar Pace glasses - Artificial Intelligence, Natural Language Processing) and future Augmented Reality efforts.



**SHAUN COOLEY**  
CTO, IoT and Industries, Cisco



Shaun Cooley is CTO for Cisco's IoT and Industries business units. In his role as CTO, Shaun focuses on long term technology strategy, product architecture, innovation, security, privacy, regulation, standards, partnerships, and industry engagement. Prior to Cisco, Shaun was a Distinguished Engineer for Norton, at Symantec, where over his 18-year tenure he was a driving force in Norton's shift from utilities to security.



**NINA SIMOSKO**  
President & CEO of NTT Innovation Institute (NTT i3)



Nina Simosko serves as President and CEO of NTT Innovation Institute Inc. (NTT i3), the prestigious Silicon Valley-based innovation center for NTT Group, one of the world's largest ICT companies. Focused on fostering strategic innovation, NTT i3 works with established enterprise companies interested in investigating new approaches.

**3:45pm** Panel Discussion with Keynote Speakers, Moderated by Professor Solomon Darwin

**4:15pm** Coffee Break

**4:30pm** **SPECIAL GUEST AT THE BERKELEY INNOVATION FORUM**

Fireside Chat with Henry Chesbrough & Marissa Mayer  
Artificial Intelligence, the Acceleration of Technology, & Disruption of Business Models



**MARISSA ANN MAYER | CEO, YAHOO**



Marissa Mayer is President and Chief Executive Officer and a member of the board of directors of Yahoo! Inc. Since joining in 2012, Ms. Mayer has led Yahoo's focus as a guide to digital information discovery through search, communications, and digital content products. Ms. Mayer also helmed Yahoo's digital advertising strategy across mobile, video, native, and social. Under her leadership, Yahoo has grown to serve over 1 billion users worldwide, with over 600 million mobile users. Prior to her role at Yahoo, Ms. Mayer spent 13 years at Google where she led various initiatives including Google Search for more than a decade, and other early stage products such as Google Maps, Gmail, and Google News. Ms. Mayer holds a bachelor's degree in symbolic systems and a master's degree in computer science from Stanford University.

**5:30pm** Bus Pick-up: Transport to Hanahaus (456 University Ave, Palo Alto, CA 94301)

**6:30pm** Creative Networking Dinner Event at Hanahaus 456 University Ave, Palo Alto, CA 94301



**PETER WEIGT**  
Head of SAP  
Innovation Center  
Silicon Valley,  
Co-host, Hanahaus



**9:00pm** Bus Pick-up: Return to Hotel and SAP Bldg. 8

**7:30am** Bus Pick-up: Sheraton Palo Alto Hotel

**7:45am** Breakfast: Networking Buffet in Atrium, SAP Bldg. 8

**8:30am** Keynote Topic: "Impact of AI in Healthcare-Centric Firms"  
Opportunities and Challenges for New Business Models



### DAVE DICKINSON

Chief Innovation Officer, OptumLabs, UnitedHealthcare



Dave Dickinson inspires growth-dedicated teams to discover deep business insights, create a compelling strategic and new product vision and then execute exceptional growth through breakthrough innovation, powerful marketing and win/win strategic partnerships. OptumLabs Chief Innovation Officer; now leading new Center for Connected Patient Innovation based in San Francisco Bay area. Dickinson was the former CEO of Zeo, Inc., a digital health startup, and COO of cord blood stem cell banking pioneer (StemCyte, Inc.).

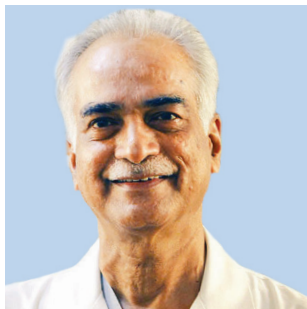


### MR. Y. SUBRAMANYAM

CEO, Apollo Hospitals Group, Hyderabad, India



Mr. Y. Subramanyam is a senior operations and marketing professional with experience of 25 years in the healthcare industry. Has a track record of setting up and managing strategic business units with overall P&L management. Mr. Subramanyam has experience in brand management, consultant management, vendor development and engagement.



### DR. SOMA RAJU

Chairman, CARE Hospitals Group, India



Dr Soma Raju pioneered the use of telemedicine as a platform to connect District Hospitals to city-based superspeciality hospitals. His work in the State of Tripura, with the Government-owned GB Pant Hospital, provided a template for providing superspeciality services in the North Eastern Region of India. Many lives were saved through telemedicine based interventions. Through CARE Foundation, Dr Soma Raju facilitated the training of more than 300 nurses from the NE region in general and speciality nursing.

**9:30am** Panel Discussion with Keynote Speakers, Moderated by Professor Solomon Darwin

**10:00am** Coffee Break

**10:30am** Adapting, Adopting and Adjusting to the Changing AI Landscape  
Fireside Chat, Moderated by Professor Henry Chesbrough



### JIM SPOHRER

Director, Open Technology and Cognitive Systems, IBM



Spohrer is a computer scientist leading the development of a new science of service systems, often known as Service Science, Management and Engineering. He has been the Director of IBM Global University Programs since 2009. Between 2003 and 2009, he was the Director of Almaden Services Research with IBM at the IBM Almaden Research Center.



## DEBORAH HOPKINS

Executive Fellow, Berkeley-Haas,  
Former Chief Innovation Officer & CEO, Citi

Debby Hopkins is an Independent Board Member, and an active advisor in the Silicon Valley startup community. Her C suite experiences in finance, technology and innovation across multiple industries allow her to bring a unique view to support management teams in pursuit of growth. Based in Silicon Valley since 2010 Debby founded and was CEO of Citi Ventures, and Citi's Chief Innovation Officer. Debby and her team introduced a systematic process into Citi to manage and respond to the digital disruption engendered by the many new competitors and technologies emerging in financial services.



**11:30am** Happenings at Berkeley: Professor Henry Chesbrough / Solomon Darwin

**12:15pm** Commentary & Analysis by: Professor Henry Chesbrough - Feedback Survey Administered

**12:30pm** Boxed Lunches provided - Official Program Ends

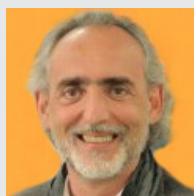
**1:20pm** Open Innovation Presentation by Professor Henry Chesbrough

**2:30pm** Bus Pick-up: Transport to Silicon Valley Renault Innovation Lab & Nissan Research Center

**3:00pm** **Visit to Silicon Valley Renault Innovation Lab & Nissan Research Center**  
**1215 Bodeaux Dr., Sunnyvale, CA 94089**

Open Innovation & the Future of Mobility — Autonomous Vehicles

Innovations at the Renault - Nissan Alliance, Moderated by Professor Solomon Darwin



### SERGE PASSOLUNGH

Director, Open Innovation,  
Renault



### GREG DIBB

Director of Strategy &  
Operations, Nissan



### Showcasing:

- 1 Combining Capabilities of Cultures (Renault + Nissan)
- 2 Future Vehicles Powered by Open Innovation & AI
- 3 How Mobility is Changing the Game — OEMs' Business Models
- 4 On the Road to an Autonomous Future
- 5 Social Science & Innovations

**5:00pm** Networking Reception follows the interactive tours and presentations

**6:30pm** Bus Pick-up: Return to SAP Bldg. 8 & Hotel

**8:15am** Bus Pick-up: Sheraton Palo Alto Hotel to IBM Executive Briefing Center

**9:30am** IBM Executive Briefing Center, 425 Market St., San Francisco, CA, 94105

### Empowering Disenfranchised Populations with AI Technologies for Economic Growth



**DR. V. VALLI KUMARI**

Vice Chair, State Council for Higher Education, AP, India



Leveraging Open Innovation and Data for Inclusive Governance



**JIM SPOHRER**

Director, Open Technology and Cognitive Systems, IBM



Panel Discussant



**GURVINDER AHLUWALIA**

CTO Technical Solutioning Cloud, IBM



Panel Discussant

**11:30am** Lunch and return transportation on your own

## BIF Members: An Open Innovation Community

Building Sustainable Business Models through Knowledge Exchange

