

# Innovation @ Berkeley

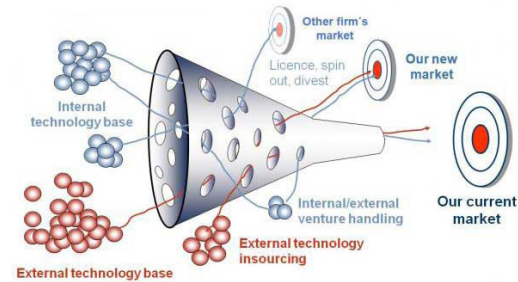
Garwood Center for Corporate Innovation

Haas School of Business, University of California, Berkeley

Fall 2017 ISSUE

## A Meeting of Open, Innovative Minds

Bringing together scholars and practitioners—from undergraduate students to CEOs—to understand and overcome the unique challenges of openly innovating in large enterprises.



*A closer look at the Garwood Center:*

Chesbrough believes business schools are often too separate from the organizations they study, and he's used the Open Innovation mindset to find a useful model for the Garwood Center. "We need to do what leading medical schools do: they hire world-class researchers, but they also employ a second kind of professor, a clinical professor. This person translates the latest research results into new, real-world treatment methods. That's what we're trying to do at Garwood, to translate new theories of innovation into practice, and help companies get better results."

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[corporateinnovation.berkeley.edu](http://corporateinnovation.berkeley.edu)



[GarwoodCenter@haas.berkeley.edu](mailto:GarwoodCenter@haas.berkeley.edu)



GarwoodCenter



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### Confirmed Keynote Speakers



**Dr. David J. Teece**  
Director,  
Tusher Center for the  
Management of Intellectual  
Capital, Haas School of  
Business, UC Berkeley



**Dr. Arati Prabhakar**  
(Former) Director,  
Defense Advanced Research  
Projects Agency (DARPA),  
U.S. Department  
of Defense



**William Ruh**  
CEO,  
GE Digital  
SVP & Chief Digital  
Officer,  
GE



**Tom Kalil**  
(Former) Deputy Director  
for Technology and  
Innovation at the  
White House Office of Science  
& Technology Policy

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**Marissa Mayer, (former) CEO, Yahoo**  
**Alex Zoghlin, Global Head of Innovation, Hyatt Hotels**  
**Jerry Bautista, VP & GM, New Devices Group, Intel**  
**Nina Simosko, President & CEO, NTT Innovation Institute (NTT i3)**  
**Jim Spohrer, Director, Open Tech. & Cognitive Systems, IBM**  
**Claus Von Riegen, VP & Head of Business Model Innovation, SAP**  
**Dave Dickinson, Chief Innovation Officer, Optumlabs, Unitedhealthcare**  
**Shaun Cooley, CTO, IoT & Industries, Cisco**  
**Jonathan Beecher, CDO, SAP**  
**Ray O'farrell, EVP & CTO, VMware**  
**Manish Vyas, President, CME, TechMahindra**  
**Henry Chesbrough, Faculty Director, Garwood Center**

Berkeley Innovation Forum, Spring 2017 Members



## Impact of Artificial Intelligence (AI) on Open Innovation, Business Model Innovation and Disruption

"Innovation = Creativity & Execution," If humans are good for creativity, artificial intelligence is needed for execution! - Philipp Skogstad, Vice President Design & Innovation at SAP.

Industry leaders gathered at SAP for the 12th anniversary of the Berkeley Innovation Forum to discuss the Impact of Artificial Intelligence (AI) on Open Innovation, Business Model Innovation and Disruption. This inspiring 3-day event welcomed dynamic speakers from diverse industries (software, automobile, services, and healthcare companies): Google X, SAP, Yahoo!, IBM, Fujitsu, Cisco, Intel, NTTi3, Renault-Nissan Alliance, VMware, TechMahindra, Paradigm Mtuity, Inc., J. M. Smucker, Hyatt Hotel Corporation, UnitedHealthcare, CARE Hospitals Group, and many more.

As the topic on AI has evolved, we have discovered that AI allows firms to orient human behavior by finding hidden layers. "AI is a sensor that allows humans to predict how they should behave", said Shaun Cooley (CTO, IoT and Industries, Cisco). The forum highlighted how AI must not be used by itself, but it must be used as a catalyst for decisions. But, AI is useful only if data are correctly interpreted. Overall, the greater the investment in AI, the greater its predictive outcomes.

In the final session of Day 2, a fireside chat took place between Professor Henry Chesbrough and Marissa Ann Mayer, (former) CEO of Yahoo! Marissa discussed the future of AI and her optimistic view on how AI will give us more time to be creative. The fireside chat ended with Marissa openly sharing her personal journey. Her career guidelines included to: 1) be passionate, 2) surround yourself with people who respect you and invest in your ideas, and 3) follow your intuition.



BIF Spring 2017 Hosts: 

## Brazil: Open Innovation Insights



Henry Chesbrough and Andre Marquis lead a two day seminar on Open, Lean, Scalable Innovation for Brazilian Executives from AmCham (American Chamber of Commerce) Brazil . Over 35 C-suite level executives and directors attended the seminar for an opportunity to improve their innovation methodologies.

2 Innovation @ Berkeley

## Artificial Intelligence Meets Manufacturing 4.0 Chief Innovation Officers Roundtable - Autodesk



  
**AMY BUNZEL**  
 Vice President,  
 Digital Engineering  
 Products  
 Autodesk  
**SAMIR HANNA**  
 Vice President & General  
 Manager Digital  
 Manufacturing Group,  
 Autodesk

The Chief Innovation Officers Roundtable was held at Autodesk in San Francisco – a joint roundtable between the Berkeley-Haas CIO Roundtable attendees and the Innovators Executive Forum. Chief guests, Amy Bunzel and Samir Hanna, spoke about the importance of the changing business landscape, especially as AI becomes the way of the future; with AI, companies must re-imagine the future to move forward.

## Henry Chesbrough, Honored with IRI Medal



IRI Medal of Achievement with Joi Ito of MIT Media Lab

Professor Henry Chesbrough was awarded the IRI Medal, in recognition of his work and influence on the field of innovation management, the Industrial Research Institute (IRI) honored him with the IRI Medal at its annual meeting in May. As the pace of change quickens across industries, organizations are looking more and more at open innovation not just as a tool for solving unique technology challenges, but as a concept, growing to include a wider variety of participants, operating more collaboratively than it already does, and beginning to influence business models.

Congratulations Professor Henry Chesbrough!

## iValley FinTech Conference

AI, Blockchain, Cryptocurrency, & Open Innovation



iValley's Annual FinTech conference invited Professor Henry Chesbrough as a Keynote to speak on Open Innovation; and Professor Solomon Darwin for a special panel on Smart Villages, AI, and Open Innovation. "Open Innovation requires large firms and startups to work together. FinTech is a perfect case in point. The agility and speed of a FinTech startup needs to connect to the scale and process skills of the large firm. To do this, the large firm needs to embrace a logic of influence, rather than control, in working with the startup," said Chesbrough.

## Open China

The Future of Open Innovation in China



Professor Chesbrough was interviewed by visiting scholar Dr. Mei Liang from Tsinghua University, China in May 2017, where he comprehensively introduced the origin and background, the ongoing process, and the future prospects of open innovation research and industry practices. Chesbrough talked about the opportunities and challenges of open innovation in China. The exclusive interview "Open Innovation: Past, Present, and Future-- Interview with Professor Henry Chesbrough, the Global Father of Open Innovation" was published on Tsinghua Business Review in July 2017.

## Congratulations to Anita Stephens!

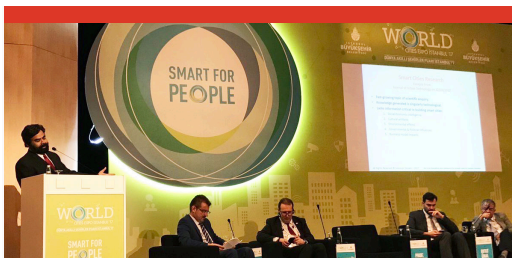
Congratulations to Anita Stephens for reaching her 20 year service anniversary milestone at UC Berkeley!

Her professionalism and commitment to her colleagues helps Berkeley sustain its reputation as one of the world's greatest public research and teaching universities.

Anita Stephens is the Associate Director of Events & Memberships at the Garwood Center for Corporate Innovation. Applying one of the Berkeley-Haas defining principals, Anita always goes beyond herself. Her contagious laugh, positive attitude, and welcoming smile create a culture of openness and inclusiveness. She is dedicated and compassionate with an unparalleled commitment to excellence. Her work requires her to be open, to span many boundaries both within Berkeley and between Berkeley and the outside world. She embodies many of the best aspects of our university, particularly those of excellence with inclusiveness.

Anita, we really appreciate you, and thank you for all that you do!





**ISTANBUL** April 2017



The annual Smart Cities Expo Conference invited Professor Darwin to speak on the developments of Smart Villages in India. Over 22 countries were represented at the expo.



**GERMANY** May 2017



Professor Henry Chesbrough was invited to Thyssenkrupp headquarters for a presentation on Open Innovation.



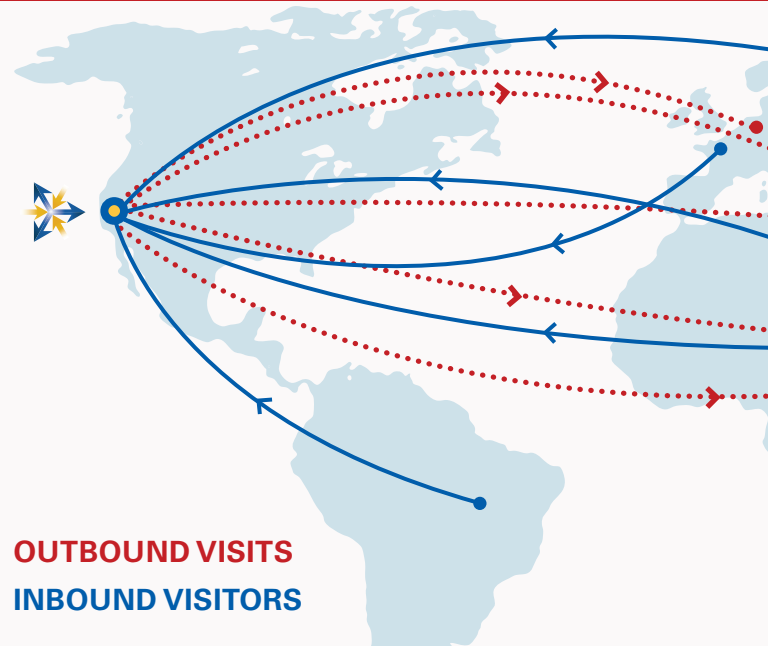
**INDIA** May 2017

Smart Village Team, Prof Darwin and Google signed a Memorandum of Understanding with the Government of Andhra Pradesh to collaborate with Smart Villages Ph...

### INTERNATIONAL COMPANIES VISITED BY GARWOOD LEADERS



## GARWOOD FACULTY



..... OUTBOUND VISITS  
 ——— INBOUND VISITORS

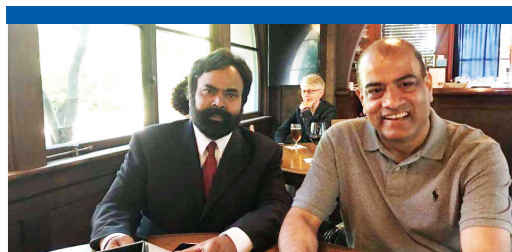
## INTERNATIONAL VISITORS



**FRANCE** April 2017



Professor Devi R. Gnyawali, Frederic LeRoy and Sea Matilda Bez presented their research on cooperation and held an open discussion at the Chief Innovation Officers Roundtable.



**EGYPT** June 2017



Dr. Umapathy, CEO, Omni Medical Center from Egypt met with Professor Darwin to learn about ways to implement Open Innovation strategies and look for partnership opportunities at the Garwood Center.



**INDIA** July 2017

Indian executives from various organizations attended a week long course at the Garwood Center on Open Innovation Models.



Professor Solomon signed a Memorandum of Understanding with the Government of India to continue developments in Phase 2.



**BANGKOK** August 2017



As part of the UEM Congress in Bangkok, Professor Darwin spoke on Building Disruptive Business Models to Expand Markets Leveraging Open Innovation.



**BANGKOK** October 2017



Professor Henry Chesbrough led a course on Open Innovation in Thailand through UC's Berkeley Executive Education.

## YOU INVITED TO SPEAK



## VISITORS TO GARWOOD

### INTERNATIONAL CORPORATE VISITORS TO GARWOOD



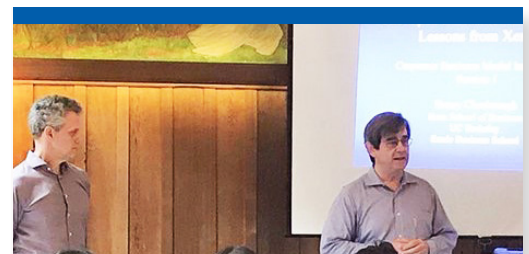
Various industry sectors participated in a course with Professor Darwin on Open Innovation and Open Business Models.



**CHINA** September 2017



Professor Chesbrough and Professor Darwin taught a group of Chinese Executives from Tsinghua University and Chinese Defense Company.



**BRAZIL** September 2017



American Chamber of Commerce in Brazil visited Berkeley-Haas to hear from Professor Henry Chesbrough and Andre Marquis on Open Innovation and Business Models within Silicon Valley Companies.

Fall 2017 BIF Speakers:



Professor Ilan Gur  
Founding Director  
Cyclotron Road,  
Berkeley Labs



Michi Sugawara  
CEO, Fujitsu  
Frontech N.America



K. R. Sanjiv  
CTO, Wipro



Kellie Mcelhane  
Institute for Business  
and Social Impact,  
Berkeley-Haas



Jim Spohrer  
Director of Open  
Technology & Cognitive  
Systems, IBM



Simon Hougard  
Director, Silicon Valley  
Open Innovation Lab,  
Renault-Nissan



Amar Singh  
Executive Director,  
Standard Chartered  
Bank, Silicon Valley



John Roese  
CTO,  
Dell Emc



Sanjay Poonen  
COO,  
VM Ware



Sri Shivananda  
CTO,  
PayPal



Ikhlq Sidhu  
Faculty Director &  
Founder, Sutardja  
Center, UC Berkeley

BERKELEY INNOVATION FORUM

OCTOBER 24 - 26, 2017

MEMORIAL STADIUM UNIVERSITY CLUB  
BERKELEY, CA

At the Fall 2017 Berkeley Innovation Forum, members have the opportunity to hear from peers – corporate giants in Silicon Valley – and gain perspective on the challenges companies have encountered as they transition to new business models. The forum will provide an opportunity and a space for companies to discuss their success stories as well as their failures. This year, the Fall 2017 Berkeley Innovation Forum will be held at UC Berkeley – home of Open Innovation!

The forum provides its members an ongoing window on innovation challenges confronting companies around the world, and gathers members together to share their experiences in dealing with these challenges. The forum also incorporates innovation research, from UC Berkeley, and more recently have invited participants from competing industries (coopetition) to become members.

The Berkeley Innovation Forum continues to grow. Although we keep the size of the membership limited in order to promote greater exchange of viewpoints, we also hope to foster a richer open innovation experience. This year we would like to recognize our newest members - welcome to the Berkeley Innovation Forum!

New Members in 2016 -2017



**Creativity for Business Innovation Challenge**  
Berkeley-Haas – EIBulli Foundation – ESADE



Henry Chesbrough partnered with ESADE Business School, EIBulli Foundation and Copenhagen University

to participate in a creativity competition. Chesbrough and three Berkeley-Haas students will participate in a competition called Creativity for Business Innovation Challenge (C4Bi). The competition seeks to transfer the value of creative process auditing applied at eIBulli to innovative processes in other organizations and companies.

**Garwood Gives Back**

Preparing Future Leaders for Tomorrow's Innovations



Professor Darwin taught the Business Academy for Youth - A group of high school students aspiring to become entrepreneurs. Darwin spoke about the importance of Open Innovation, and its link to technology. After the session, students requested a private meeting with Professor Darwin to learn more about Open Innovation



Opening Keynotes at the US-India Conference

Solomon Darwin & Shashi Tharoor



Chancellor Carol T. Christ UC Berkeley

Ambassador Ashok, Consul General, India

Dean Lyons & Henry Chesbrough

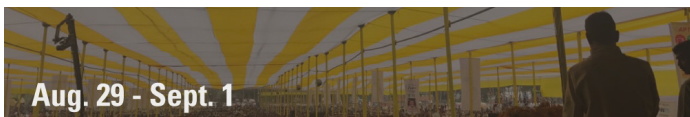


Delegates at the US-India Conference Roundtable

## Unlocking Growth Opportunities for US firms in the Subcontinent

The 2nd annual US-India Conference was held at Berkeley-Haas on September 8, 2017. The event attracted over 200 attendees from Silicon Valley companies, neighboring universities, and guests from across the globe. Focus was on Unlocking Growth Opportunities for US firms in the Subcontinent. The Conference highlighted the importance of India as the fastest growing large economy in the world and the opportunities for US and India to partner. Such partnerships have become more important as supply chains become integrated globally. Today, US companies face great momentum to grow their business as Indian markets flourish. As India's economic growth increases, India quickly becomes the most important country in the world said Sashi Thadoor (Member of Parliament). Many keynote speakers shared their perspective on how India is a ripe economy for business growth (across industries); Speakers, such as Jim Spohrer, Director of Open Technology at IBM, discussed the future of India, and the opportunity for further growth, especially in the area of Artificial Intelligence and Machine Learning. As industries continue to innovate, and as technology continues to develop, Open Innovation provides an avenue for US companies to serve Indian markets.

## OPEN INNOVATION FORUM - INDIA



Chief Minister Chandrababu Naidu



Crowd at the Open Innovation Forum - India



Solomon Darwin



Alan Walker, Kaneka



Students at the Open Innovation Hackathon

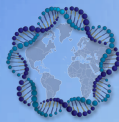


Greg Schmidt, NASA



Corporate Executives with Chief Minister Chandrababu Naidu

The inaugural Open Innovation Forum - India was the first of its kind to take place in India. Many of the attendees travelled across the globe to be a part of the forum. Among the attendees were C-suite level executives and senior directors from multinational companies. Over 50 corporations from more than 10 countries participated to set the foundation of the Open Innovation ecosystems for Smart Villages. The event was Chaired by the Chief Minister of Andhra Pradesh, Chandrababu Naidu. In his speech, Chandrababu Naidu spoke about ways to empower rural India with digital technology by using open innovation for economic development. The Chief Minister commented on the positive results he sees from the Smart Villages project, including Phase I (prototype phase), and Phase II (which is now expanding to 472 villages). From the Garwood Center's perspective, the Smart Villages Project provides an opportunity to apply Open Innovation to a new challenge, one with immense potential for impact: rural villages. The forum also hosted the Open Innovation Hackathon for students at KL University at Vijayawada - more than 1,500 students from 15 different universities applied to the Hackathon and 34 finalist teams created solutions for 27 challenges for rural villages. The Best 10 teams received UC Berkeley Awards and recognition by the Chief Minister.



4th Annual World Open Innovation Conference

# WOIC 2017

**DECEMBER 13 - 15, 2017**  
San Francisco, CA, USA

## Keynote Speakers



**Dr. David J. Teece**  
Director,  
Tusher Center for the  
Management of Intellectual  
Capital, Haas School of  
Business, UC Berkeley

**Dr. Arati Prabhakar**  
(Former) Director,  
Defense Advanced  
Research Projects Agency  
(DARPA),  
U.S. Department  
of Defense

**William Ruh**  
CEO,  
GE Digital,  
GE

**Tom Kalil**  
(Former) Deputy Director  
for Technology and  
Innovation at the  
White House Office of  
Science  
& Technology Policy

**David Vogel**  
Editor in Chief  
California  
Management  
Review

**Gloria Barczak**  
Editor in Chief,  
Journal of Product  
Innovation  
Management

**Josef Chytrý**  
Managing Editor,  
Industrial and  
Corporate  
Change

**Paavo Ritala**  
Associate Editor,  
R&D Management

## Meet the Editors



### Pre - Conference Event: A visit to NASA! (see registration site for details)

Explore what NASA is doing to innovate in space.

**Register by December 4th!**

We expect a sold-out event. Register at:  
[woic.corporateinnovation.berkeley.edu/](http://woic.corporateinnovation.berkeley.edu/)

The 4th Annual World Open Innovation Conference returns to California! The event will be held in San Francisco – December 13 -15, 2017. Come find out how GE and DARPA are changing the rules of the innovation game. Learn about the latest academic research on open Innovation’s strengths and weaknesses. Industry leaders can glean, learn, and apply Open Innovation research to their innovation strategy. Academic scholars have an opportunity to apply their research to current challenges in areas of development within company settings.

## A Meeting of Open, Innovative Minds (continued)



“Large organizations have always worked hard to grow but consistently run into obstacles,” explained Rich Lyons, dean of the Berkeley-Haas School. “The systems that make them more stable also make them less adaptable. Open Innovation and the Garwood Center help corporations answer the question of ‘How do we keep growing and becoming different in useful ways?’”

To do that, Garwood acts as a bridge between two usually disconnected spheres: business practice in corporations and business theory devised and refined by academics. In fact, the Center’s mission is to bring together scholars and practitioners—from undergraduate students to CEOs—to understand and overcome the unique challenges of innovating in large enterprises. Through its programs, Garwood helps corporations implement Open Innovation and other innovation models, and it creates a platform for scholars to generate and share the latest research on corporate innovation.