# 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

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## PRE-FORUM EVENT
### PAYPAL, 2211 NORTH FIRST STREET, SAN JOSE, CALIFORNIA 95131

TUESDAY, APRIL 10, 2018

**5:15pm** — BUS PICK-UP: SAN JOSE MARRIOTT TO PAYPAL

**5:30pm** — 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.

**5:35pm** — PAYPAL INNOVATION LAB TOUR (5:35-6:30PM)

Contactless Pay     Virtual Shopping     Global Payment Visualization     Village Digital Mall

**6:00pm** — COCKTAILS & NETWORKING RECEPTION

**7:00pm** — EVENING SPEAKER

### MICHAEL TODASCO
Director of Innovation, PayPal

**PayPal**

#### Financial Inclusion Leveraging AI

Mike Todasco is the Director of Innovation at PayPal responsible for increasing the creative output of employees across the company. Before joining PayPal he was the Founder and CEO of the eCommerce marketplace, Sketch Maven. Additionally, Mike spent over four years as the Director of Strategy, heading up mergers & acquisitions and strategic planning at NewPage, a portfolio company of the private equity firm, Cerberus Capital. He has an MBA from the University of California at Berkeley, Haas School of Business and a BS in Finance from the University of Illinois. Mike has filed over 100 US patents since 2013 covering payments, online and offline commerce, beacon/BLE technologies, biometrics, and many other areas.

**7:20pm** — WELCOME DINNER

**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**

BerkeleyHaas

#### 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.

**9:10am** — SPEED DATING - ICE BREAKER SESSION

**10:00am** — KEYNOTE SPEAKER

### FRANZ PAASCHE

**Senior VP, Corporate Affairs, PayPal**

PayPal

#### New Platforms to Access Global Markets

As Senior Vice President, Corporate Affairs and Communications, Franz brings over 25 years of experience and extensive expertise in strategic communications, public affairs, corporate, government, reputation risk management, and legal domains to PayPal's expanding global network.

**10:40am** — BREAK

**11:00am** — KEYNOTE SPEAKER

### THOMAS Y. LEE

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

BerkeleyHaas

#### 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.

**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.

| 2:30pm | BIF TALK |
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## Dirk Bartels

**Head of Innovation Management, thyssenkrupp**

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

After joining thyssenkrupp in 2001, Mr. Bartels initially worked in various operational areas of the Group and gained experience in business development as well as an engineer for customer projects and in the R&D area. Subsequently, Mr. Bartels joined the corporate function of thyssenkrupp and coordinated the material topics of the group before taking over topics within the technology and innovation management.

| 3:30pm | BREAK |
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| 4:00pm | CHALLENGE #2 |
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## 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 |
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| 5:15pm | COCKTAIL RECEPTION |
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## SHOWCASING: EMERGING AI UNICORNS OF THE FUTURE

Healthcare    FinTech    VR & AR    Education    SpaceTech    Communication

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

## SRI SHIVANANDA

CTO, PayPal

Sri Shivananda plays a critical role in helping PayPal remain at the forefront of innovation as PayPal's SVP, Chief Technology Officer (CTO). In his role, Sri oversees Core Platform & Infrastructure, leading a talented team responsible for the company's secure, reliable and scalable global infrastructure and strategic core platform, the foundation that enables PayPal to deliver innovative products and services to consumers and merchants all over the world.

## 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 to initiate and implement 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 |
| 2:00pm | FORD INNOVATION TOUR - 3251 HILLVIEW AVENUE, PALO ALTO, CALIFORNIA, 94304 |



### SPEAKER

## DRAGOS MACIUCA

**Executive Technical Director, Innovation Center, Ford**

Dragos Maciuca is a highly versatile management professional with significant sector breadth experience with Global Fortune 500 companies. Hands-on experience in commercialization, product development, strategy, technology insertion and management of large cross functional teams across various business units. Strong analytical background and quantitative skills enhanced by a PhD in engineering and an MBA with focus on Finance and Corporate Strategy. Extensive international experience and fluency in foreign languages. CFA Candidate (passed Level I).

| 4:00pm | RECEPTION |
| 5:00pm | RETURN TRANSPORTATION PROVIDED UPON REQUEST TO SAN JOSE MARRIOTT |

# POST-FORUM EVENT: CHIEF INNOVATION OFFICER 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.

| 1:00pm | NETWORKING LUNCH |

# MEMBERS OF THE BERKELEY INNOVATION FORUM

## AN ECOSYSTEM OF OPEN INNOVATION COMPANIES