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

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

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

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)
HENRY CHESBROUGH  
Faculty Director, Garwood Center for Corporate Innovation

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.

FRANZ PAASCHE  
Senior VP, Corporate Affairs, 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.

THOMAS Y. LEE  
Director, Fisher Center for Business Analytics, Professor, Berkeley Haas

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.
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.

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.

Dirk Bartels
Head of Innovation Management, thyssenkrupp

ingineering.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.

TAKEAWAYS FROM “INNOVATION MANAGEMENT CASE STUDY AT TK”: PROFESSOR HENRY CHESBROUGH

COCKTAIL RECEPTION

NETWORKING DINNER

BUS PICK-UP: RETURN TO SAN JOSE MARRIOTT
## DAY 2
PAYPAL, 2211 NORTH FIRST STREET, SAN JOSE, CALIFORNIA 95131

<table>
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<tr>
<th>TIME</th>
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<tbody>
<tr>
<td>8:00am</td>
<td>BUS PICK-UP: SAN JOSE MARRIOTT TO PAYPAL</td>
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<tr>
<td>8:15am</td>
<td>NETWORKING BREAKFAST</td>
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<td>9:00am</td>
<td><strong>KEYNOTE SPEAKER</strong></td>
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<td><strong>GEOFFREY PARKER</strong></td>
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<td>Professor, Dartmouth University</td>
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<td><strong>Platform Business Models Leveraging Open Innovation</strong></td>
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<td>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.</td>
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<td>10:00am</td>
<td>HAPPENINGS AT BERKELEY: PROFESSOR HENRY CHESBROUGH</td>
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<td>10:30am</td>
<td>BREAK</td>
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<td>11:00am</td>
<td><strong>C-SUITE EXECUTIVE KEYNOTES - PANEL MODERATED BY PROFESSOR SOLOMON DARWIN</strong></td>
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<td><strong>Ray O’Farrell</strong></td>
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<td>EVP &amp; CTO, VMware</td>
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<td>Ray O’Farrell joined VMware in April 2003 and currently serves as executive vice president and chief technology officer. His main focus area is on long-term technology research, innovation and market trends. His goal is to positively impact and shape the future of VMware’s ecosystem and its customers. He is also responsible for ensuring VMware’s successful partnerships across the industry with a focus on the Dell Technologies family of businesses. In September 2017, O’Farrell added the responsibility of general manager for Dell Technologies IoT division.</td>
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<td><strong>REINHOLD E. ACHATZ</strong></td>
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<td>CTO, thyssenkrupp</td>
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<td>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.</td>
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<td><strong>BRYAN CATANZARO</strong></td>
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<td>Chief AI Officer, Nvidia</td>
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<td>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.</td>
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<td>12:00pm</td>
<td>CLOSING THOUGHTS, RECAP, &amp; FEEDBACK SURVEY - HENRY CHESBROUGH</td>
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POST-FORUM EVENT: CHIEF INNOVATION OFFICER ROUNDTABLE
NVIDIA CORPORATE HQ, 2788 SAN TOMAS EXPRESSWAY, SANTA CLARA, CA 95051
FRIDAY, APRIL 13, 2018

12:30pm LUNCH
2:30pm GOOGLE [X] TOUR

DEAN BANKS
Project Director, Google [x], an Alphabet Company

Banks is a senior executive at X, an Alphabet Inc. company, where he leads the development of emerging technology projects. He has been in that role since 2016. Prior to his role at X, he was a managing partner and the interim CEO at SEED Ventures since 2015. Previously, in 2014 he served as a consultant to Cleveland Clinic Innovations and as the CEO of Occelarator. Prior to those roles, at OrthoHelix (acquired by Tornier, Inc.) he was the SVP of Business Development and Strategic Marketing from 2011 to 2012 and, from 2012 through 2013 at Tornier, the Vice President of Product Excellence. Mr. Banks has been a member for the board directors at Tyson Foods since 2017.

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

POST-FORUM EVENT: CHIEF INNOVATION OFFICER ROUNDTABLE
NVIDIA CORPORATE HQ, 2788 SAN TOMAS EXPRESSWAY, SANTA CLARA, CA 95051
FRIDAY, APRIL 13, 2018

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