



**Location:** Haas School of Business, Chou Hall (Spieker Forum, 6th Floor) 2220 Piedmont Avenue, UC Berkeley, Berkeley, CA 94720

**Hotel:** Hotel Shattuck Plaza, 2086 Allston Way, Berkeley, CA 94704

## PRE-EVENT: TUESDAY, SEPTEMBER 18, 2018

Creative networking dinner event at the Lawrence Hall of Science, 1 Centennial Drive, UC Berkeley, Berkeley, CA 94720

**5:30pm** BUS PICK-UP: HOTEL SHATTUCK PLAZA

**6:00pm** NETWORKING COCKTAIL RECEPTION

**6:30pm** TOUR EXHIBIT OR PLANETARIUM

**7:00pm** WELCOME



### SOLOMON DARWIN

Executive Director, Garwood Center for Corporate Innovation, UC Berkeley

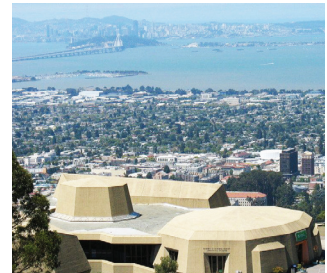
Solomon Darwin is the Executive Director, Garwood Center for Corporate Innovation and former Executive Director of Financial Reporting and Management, at the Haas School of Business. Prior to joining UC Berkeley he was an Associate Professor at the University of Southern California from 1996 – 2005. Solomon Darwin has over 13 years of industry experience at Bank of America and Motorola.



**7:05pm** EXHIBITS TOUR - “EXPLORE EXCITING, INNOVATIVE & INTERACTIVE EXHIBITS!”



- 1 3-D Theatre Showing
- 2 Planetarium
- 3 Interactive Science Displays
- 4 Tour Exhibits



**7:45pm** NETWORKING DINNER

**9:15pm** BUS RETURN TO HOTEL SHATTUCK PLAZA

## DAY 1 – WEDNESDAY, SEPTEMBER 19, 2018

Haas School of Business, Chou Hall (Spieker Forum, 6th Floor), 2220 Piedmont Avenue, UC Berkeley, Berkeley, CA 94720

**8:00am** BUS PICK-UP: HOTEL SHATTUCK PLAZA

**8:15am** REGISTRATION & NETWORKING BREAKFAST

**9:00am** WELCOME



### HENRY CHESBROUGH

Faculty Director, Garwood Center for Corporate Innovation, UC Berkeley

When Henry Chesbrough coined the term Open Innovation in the early 2000s, he defined an approach that companies around the globe now use to innovate. 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

10:00am

KEYNOTE SPEAKER #1 - "BEYOND THE CHAMPION: INSTITUTIONALIZING INNOVATION THROUGH PEOPLE"



### GINA O'CONNOR



Author, and Associate Dean for Academic Affairs, Rensselaer Polytechnic

Dr. O'Connor is Professor of Marketing & Innovation Management; Associate Dean for Academic Affairs and Academic Director for the Radical Innovation Research Project at Rensselaer Polytechnic Institute's (RPI's) Lally School of Management. Gina is the Lead Author of "Beyond the Champion - Institutionalizing Innovation Through People "; Gina teaches at RPI and the Danish Technical University (DTU) and consults on organizational change for evolutionary and breakthrough innovation. She has executive education experience with General Motors, IBM, Albany International and other companies in the Innovation and Corporate Entrepreneurship (I&CE) program at RPI.

11:15am

BREAK

11:45am

BIF TALK- ERICSSON - OPEN INNOVATION JOURNEY RELATING TO NEXT GENERATION NETWORKS MODELS



### NIMISH RADIA

Director, Ericsson



**Integration Challenges of AI and ML into Business Models**

Dr. Radia, brings Technology and Business Model Integration Experience. With a combined leadership experience of over 17 years at Sun Micro Systems and Ericsson, he will share his experiences and lessons learned implementing Open Innovation strategies.

Key takeaways from his journey include: a) Open Application Ecosystems and Alliance Development and b) Solution Driven Platform Architectures to generate optimal outcomes.

12:30pm

LUNCH

2:00pm

CHALLENGE #1 - THE COCA COLA COMPANY



### YU SHI

Sr. Director, Global Research and External Technology Acquisition (ETA), The Coca-Cola Company



**Challenge Workshop: 1) Personalization of Products; 2) Resolving Common Challenges within the industry**

1. How can the industries work together to address common challenges, such as recycling, and obesity?
2. How do consumer good companies leverage the trend toward personalization with their products while maintaining manufacturing efficiencies and scale?

Dr. Shi brings over a decade of consumer product leadership experience from Coca-Cola and Colgate Palmolive, and is an expert on next generation materials for sustainability.

3:00pm

CHALLENGE #2 - AVERY DENNISON



### PRADEEP IYER

Sr. Global Director, Avery Dennison



**Challenge Workshop:**

1. Overcoming internal barriers within legacy firms to incorporate emerging technologies to create business value.
2. How to best partner/venture into bringing sustainable products and solutions, especially when Avery Dennison label products are materials sourced from large producers, but also contribute to waste generation & recycling challenges.

Dr. Iyer comes with a decade of experienced leadership as an accomplished scientist catalyzing numerous products, platforms & strategic initiatives. His current focus is exploring bold commercial opportunities for Avery Dennison by engaging externally in activities that range from M&A to co-creative collaborations.

4:00pm

BREAK

4:30pm

BIF TALK - JOHNSON CONTROLS - OPEN INNOVATION JOURNEY ACROSS INDUSTRIES



### ROBERT LOCKE

SVP Corporate Development, Johnson Controls



**Connecting Research with Development for Optimal Outcomes – Challenges, Failures and Success Stories.**

Mr. Locke brings a decade of open innovation experience as senior enterprise leader about creating value within Fortune 100 corporations, growth companies and venture-backed startups. He will share his views on organizational structures, leadership styles, road blocks, bottlenecks and internal barriers that impede open innovation and possible remedies based on use cases. Reporting to Chairman & CEO, Robert leads the corporate venture capital team, sources strategic acquisitions and leading international development teams as the executive sponsor for key customer and partner relationships including Microsoft, Google and DeepMind.

5:30pm

RECAP- PROFESSOR HENRY CHESBROUGH

5:45pm

PERSONAL TIME/INFORMAL NETWORKING



## CAROLINE WINNETT

Executive Director, Berkeley SkyDeck

Berkeley SkyDeck is UC Berkeley's premier startup accelerator. Through the Berkeley SkyDeck Fund, we invest \$100,000 in each of our cohort startups, and provide over \$250,000 in free resources to help cohort companies grow. The Berkeley SkyDeck Fund shares one-half of all fund profits with UC Berkeley. Formed as a partnership between the Haas School of Business, the College of Engineering, and the Office of the Vice Chancellor for Research, SkyDeck combines the consulting know-how of traditional accelerators with the vast resources of its research university.

### SHOWCASING: EMERGING BERKELEY UNICORNS



Healthcare



Solar Energy



VR & AR



Education



Space Tech



Communication

## DAY 2 – THURSDAY, SEPTEMBER 20, 2018

Haas School of Business, Chou Hall (Spieker Forum, 6th Floor), 2220 Piedmont Avenue, UC Berkeley, Berkeley, CA 94720



## AIREEN OMAR

CEO, AirAsia



Aileen Omar is Deputy Group CEO (Digital, Transformation and Corporate Services), responsible for AirAsia's digital strategy, promoting innovation throughout the group and encouraging collaboration across AirAsia's businesses and markets. Additionally, she oversees large, strategic group-wide initiatives to help transform AirAsia into a global, cloud-driven product and platform company. She also spearheads AirAsia's non-airline companies such as BigPay, AirAsia BIG Loyalty, ROKKI, Travel360, Vidi, RedTix, AirAsiaGo, Big Data for Humans, Red Box and Santan.



## CHARLIE ISAACS

CTO, Salesforce



Charlie Isaacs is responsible for Connecting with Salesforce Customers, helping Companies Connect with their Customers, and helping Customers Connect their Products and Services to Consumers and Businesses. Over the last 5 years, Isaacs has been evangelizing the Internet of Things for Salesforce and has helped incubate dozens of salesforce customers into the world of the Internet of Things. Salesforce has a rapidly growing base of customers who have successfully connected their products and devices to Salesforce: the Business Engine that Drives IoT.



## RAJIV RAMASWAMI

COO, VMware



Rajiv Ramaswami joined VMware in April 2016 and has joint responsibility with Raghu Raghuram for all VMware's product and service offerings and centralized services, support and operational functions. In this role, Ramaswami's primary focus is on VMware's product offerings. Prior to this role, Ramaswami led VMware's Networking and Security business as executive vice president and general manager. He previously served as vice president and general manager for switching, storage, data center and optical business units at Cisco for 8 years, and earlier in his career, worked at Xros (acquired by Nortel), Tellabs, and IBM Research.



11:00am BREAK

11:30am CLOSING THOUGHTS – HENRY CHESBROUGH

12:00pm CLOSING NETWORKING LUNCH

12:45pm KEYNOTE SPEAKER #2 - "PREDICTION MACHINES- ECONOMICS OF AI"



**AVI GOLDFARB**  
Author and Professor, University of Toronto



Avi Goldfarb is the author of "Prediction Machines- Economics of AI" and is the Rotman Chair in Artificial Intelligence and Healthcare and a professor of marketing at the Rotman School of Management, University of Toronto. Avi is also Chief Data Scientist at the Creative Destruction Lab, Senior Editor at Marketing Science, and a Research Associate at the National Bureau of Economic Research. Avi's research focuses on the opportunities and challenges of the digital economy.

1:45pm BUS PICKUP TO WELLS FARGO INNOVATION CENTER, SAN FRANCISCO, CA

2:45pm VISIT TO WELLS FARGO INNOVATION CENTER  
333 MARKET STREET, GROUND FLOOR, CONNECTIONS CENTER ANNEX, SAN FRANCISCO CA 94105



**CHRISTINE DEAKIN**  
EVP and Head of Corporate Strategy, Wells Fargo



*Future of Banking , Pushing the boundaries of financial innovation through virtual reality, augmented reality and blockchain to achieve convenience, versatility, speed, transparency and great customer experience.*

The goal of our work is to make our customers' financial lives easier—our customers are at the center of everything we do. The Labs are where we research, develop and test forward-thinking ideas that will benefit our customers. Technologies we focus on include:

- Internet of Things
- APIs
- Messaging
- Artificial Intelligence
- Augmented Reality
- Voice Recognition



4:10pm VISIT TO AUTODESK, PIER 9, 9 THE EMBARCADERO, SAN FRANCISCO, CA 94111



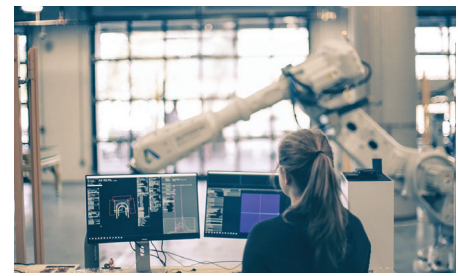
**AMY BUNSZEL**  
SVP, Design & Creation Products, Autodesk



The 35,000-square-foot Pier 9 facility was developed by Autodesk to house a state-of-the-art digital fabrication workshop to explore the interface between software and hardware – an intersection that is transforming the way that people design and make things. Pier 9 is a place to push the limits of our software and hardware tools, showcase innovative projects, and create an environment that fosters experimentation and learning.

**Autodesk Demos and Attractions:**

1. 3D printing with many different materials
2. Commercial test kitchen
3. Bio/Nanotechnology
4. Analog and digital workshop spaces



5:00pm CLOSING RECEPTION

6:00pm BUS RETURN TO SHATTUCK & HAAS SCHOOL OF BUSINESS

# POST-EVENT – FRIDAY, SEPTEMBER 21, 2018

Chief Innovation Officers Roundtable - SkyDeck, UC Berkeley (2150 Shattuck Ave, Berkeley, CA 94704)



## SKYDECK

Table Chair: Solomon Darwin & Moderator | Chief Guest Speaker: Henry Chesbrough

**10:00am** ARRIVAL & BADGING

**10:15am** WELCOME & INTRODUCTION

**10:30am** SPEAKER & PRESENTATION - ENGAGING WITH STARTUPS TO ENHANCE CORPORATE INNOVATION



### HENRY CHESBROUGH

Faculty Director, Garwood Center for Corporate Innovation, UC Berkeley



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. 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.

**11:30am** DISCUSSION, RECAP AND ANNOUNCEMENTS

**12:00pm** NETWORKING LUNCH

**1:00pm** SESSION ENDS

## Members of the Berkeley Innovation Forum

