



# BERKELEY INNOVATION FORUM

**APRIL 9 -11, 2019**

**“Enhancing your Brand with Open Innovation:  
Co-creating with Customers”**

**Location:** Wipro Technologies: 425 National Avenue, Mountain View, CA 94043

**Hotel:** San Jose Marriott, 301 S. Market Street, San Jose, CA 95113

## PRE-EVENT: TUESDAY, APRIL 9, 2019

**A VISIT TO PARC, A XEROX COMPANY (3333 COYOTE HILL ROAD, PALO ALTO, CA 94304)**

**5:00pm** Bus Pick-up

**5:30pm** Networking Cocktail Reception

**6:05pm** Welcome & Introduction



### SOLOMON DARWIN

Executive Director, Garwood Center for Corporate Innovation, UC Berkeley

**BerkeleyHaas**  
University of California, 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.

**6:10pm** Lessons from PARC, a Xerox Company: Past, Present and Future

**Evening Speaker:** Markus Larsson, Vice President, Global Business Development

**Topic:** Appraisal of the Glorious Past and Amazing Future of PARC, a Xerox Company

The Hidden Player — PARC — inventor and refiner of abstract concepts in today's technologies. PARC gave birth to most technologies that are incorporated into mobile phones, laptops and printers that are part of our daily lives.



**6:40pm** Self-Guided Tour

#### Glorious Past Contributions:

- Laser Printing
- Ethernet
- Modern Personal Computer
- Graphical User Interface
- Conference Technologies
- Indexing Technologies
- Desktop Paradigm
- Object-oriented Programming
- Ubiquitous computing
- Electronic paper
- Amorphous Silicon Applications
- Optical Mouse

#### Amazing Future: Six Focus Areas:

- AI & Human Machine
- Digital Workplace
- Novel Printing
- IoT & Machine
- Digital Design & Manufacturing
- Microsystems & Smart Devices

**7:15pm** Special Welcome K. R. Sanjiv, CTO of Wipro – Host of BIF Spring 2019

**7:30pm** Networking Dinner

**8:30pm** Fireside Chat

*Fireside Chat over Coffee: Henry Chesbrough and Tolga Kurtoglu moderated by K.R. Sanjiv*

**Topic:** Takeaways for BIF Members from Xerox PARC — The Past, Present and Impending Future Strategies



### K. R. Sanjiv

CTO,  
Wipro



### Henry Chesbrough

Faculty Director,  
Garwood Center for  
Corporate Innovation



### Tolga Kurtoglu

Chief Executive Officer,  
PARC, a Xerox Company



**9:15pm** Bus Return to Hotel

**8:00am** **Bus Pick-Up****8:15am** **Registration & Networking Breakfast****9:00am** **Welcome by Henry Chesbrough****HENRY CHESBROUGH**

Faculty Director, Garwood Center for Corporate Innovation, UC Berkeley

Henry Chesbrough is a professor at the Haas Business School, UC Berkeley, and Faculty Director for Garwood Center for Corporation. An internationally acclaimed author, Dr. Chesbrough's open innovation concept was first introduced in his award-winning book, "Open Innovation: The New Imperative for Creating and Profiting from Technology" (2003). 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** **Enhancing your Brand through Open Innovation: Lessons from Use Cases in Brand Twisting****JULIE COTTINEAU**

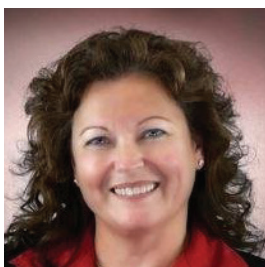
Founder &amp; CEO, BrandTwist

Julie is the author of the best-selling book "TWIST: How Fresh Perspectives Build Breakthrough Brands". She is an authority on how businesses can achieve breakthrough results and a frequent commentator on brand strategy and innovation in top business media such as Forbes.com, Entrepreneur Magazine, and CNN. Julie was the VP of Brand at Richard Branson's Virgin Group overseeing branding strategy for new and established Virgin companies in North America. Prior to joining Virgin, Julie served as Executive Director of Consumer Branding at Interbrand as well as a VP Management Supervisor at Grey Worldwide in both the U.S. and France.

**11:15am** **Break****11:45am** **Embraer Challenge: Branding Challenges Associated with Business Transformation****SANDRO VALERI**

Innovation Strategy Director, Embraer

Sandro is the Director of Innovation Strategy at Embraer. In 2016-17, he created and deployed EmbraerX in Silicon Valley and Boston, where he developed the e-VTOL in partnership with Uber, and several projects with start-ups. In his current role, he is responsible for the orchestration of the innovation strategy, comprised of efforts from all business units, EmbraerX and R&D. Specifically, Sandro oversees the deployment of strategy to the innovation verticals and innovation portfolio; innovation portfolio management; corporate venture capital funds strategic alignment; engagement of invested companies; global ecosystems and start-up engagement; and programs to foster internal culture.

**12:30pm** **Lunch****2:00pm** **Dell EMC Challenge: Measuring Open Innovation with Organizations****DEBORAH STOKES**

Director External Research &amp; Academic Alliances, Dell EMC

Deborah R. Stokes is the Director, External Research and Academic Alliances for Dell EMC. In this role, she is responsible for research and education programs, collaborating across the R&D ecosystem, as part of the Office of the CTO. Deborah has served in various technology leadership positions including business development, advanced technology, product development, marketing, and operations for over 25 years in large global technology firms such as Nortel and Huawei. She also has additional experience in the education vertical. She has numerous publications in the technology management field, and has filed a patent on measuring the ROI from university investments.



## 3:00pm Mitsubishi Challenge: Fostering Open Innovation Capacity Among Employees



### TSUNEHIKO YANAGIHARA

Executive Vice President, Mitsubishi Corporation (Americas)



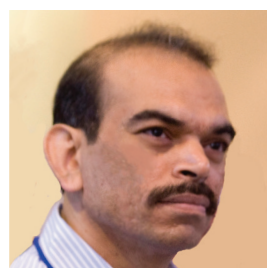
Tsunehiko Yanagihara is Executive Vice President at Mitsubishi Corporation (Americas), currently residing in Silicon Valley. He has extensive international business experience, having spent more than 25 years in business management positions within the company. Mr. Yanagihara began his career with Mitsubishi Corporation in 1984 in the Machinery Group. In 1993, he moved to the Chemicals Group and held a series of management positions in the Netherlands and Japan. Mr. Yanagihara holds a MBA from Harvard Business School and a BA from Amherst College.

## 4:00pm Break

## 4:30pm Recap & Update from Academia - Henry Chesbrough

## 5:30pm Exploring Potential Student Projects: Profiling Passionate MBAs – Moderated by Henry Chesbrough

## 6:00pm Enabling Clients for Digital Transformation with Future-Ready Technologies Visit to Wipro's Silicon Valley Innovation Center

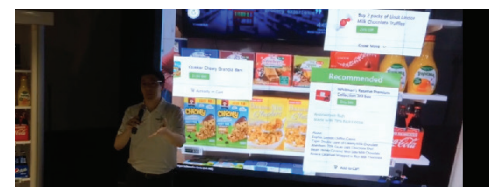


### NITIN NARKHEDE

General Manager, Emerging Technologies and Innovation, Wipro



Nitin Narkhede is General Manager of Emerging Technologies and Innovation at Wipro Technologies. He is responsible for development of new services and solutions based on emerging trends and technologies at Wipro. Nitin has been in the forefront of number of technology and business model transitions during his 20 years of work at Wipro. Prior to his current assignment, he managed Wipro's e-Business Solutions Practice in the Americas. Nitin has over 23 years of experience in technology industry spanning IT Strategy and planning, information systems and software product development, Technology Strategy and innovation management.



## 6:30pm Personal Time/Informal Networking Cocktail Reception

## 7:30pm Networking Dinner

## 9:00pm Bus Return to Hotel

## DAY 2 – THURSDAY, APRIL 11, 2019

Wipro Technologies: 425 National Avenue, Mountain View, CA 94043

## 8:00am Bus Pick-Up at Hotel

## 8:15am Registration & Networking Breakfast

## 9:00am Implementing Digital Transformation - Fireside Chat with Solomon Darwin



### LAURA ANDERSON

Senior Vice President, Head of Controls and Digitalization, Siemens



*"Challenges on Digitization"*

Laura Anderson is a hands-on, results-driven Strategy / Management Consulting leader with proven achievements in driving organizational performance. With a broad strategy and general management background and an interest in linking long-term market trends and the strategies needed to capitalize on them. Laura has lived and worked on three continents, and believes in the power of diversity and the role it plays in helping people grow. She believes that empowering people to think for themselves and engage their unique talents inspires the highest levels of performance.



**ABIDALI NEEMUCHWALA**  
CEO & Executive Director, Wipro



Abidali (Abid) Z. Neemuchwala is Chief Executive Officer and Executive Director of Wipro Limited. He oversees over \$8 billion in revenue and more than 160,000 employees serving clients across six continents. Previously as the COO, Abid spearheaded several initiatives that helped create a more nimble and agile organization, and accelerated Wipro's ability to not only respond to customers in the digital age, but also ensure deeper employee engagement. Abid has over 25 years of experience in the IT services industry, with deep operational knowledge and broad strategic insight in building and scaling businesses.



**TOLGA KURTOGLU**  
CEO, PARC, a Xerox Company



Kurtoglu is the CEO of PARC, Silicon Valley R&D firm developing advanced technologies including artificial intelligence & human machine collaboration to microsystems and smart sensing, from IoT and cyber-physical security to novel printing and digital design. PARC accelerates innovation journey for its clients and partners by developing future technologies with businesses seeking early stage collaboration, by attaching existing IP to evolving, complimentary research needs, and by embedding fully-developed technologies into consumer, industrial and government applications.



**RAJESH SUBRAMANIAM**  
CEO, FedEx Express



Subramaniam has been with FedEx for more than 27 years and has held various executive level positions in several of its operating companies and international regions, according to his bio. He began his career in Memphis, then moved to Hong Kong to oversee marketing and customer service for the Asia Pacific region. He took over as president of FedEx Express in Canada before moving back to the U.S. as senior vice president of international marketing. He was then promoted to executive vice president of marketing in 2013 at FedEx Services, prior to being named executive vice president and chief marketing and communications officer at FedEx Corporation in 2017.



**SAEED AMIDI**  
CEO & Founder, Plug and Play



Saeed also holds the position of General Partner in Amidzad. The fund has been investing in technology companies for over 15 years and holds successful investments in over 1,000 technology companies, some of which are: PayPal, Powerset, Danger, Bix, Powerset, DropBox, Lending Club, Zoosk, etc. A serial entrepreneur and a seasoned executive with over 28 years of experience in founding, operating, and growing successful companies. He has successfully started and grown businesses both nationally, as well as internationally, in countries like: Spain, Germany, France, and Austria.

SHOWCASING: EMERGING UNICORNS



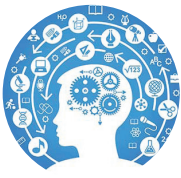
Healthcare



Solar Energy



VR & AR



Education



Space Tech



Communication

Table Chair: Solomon Darwin | Chief Guest Speaker: Omar Hatamleh

|         |                                           |
|---------|-------------------------------------------|
| 9:30am  | Bus Departs Hotel                         |
| 10:00am | Arrival & Badging                         |
| 10:15am | Welcome & Introduction                    |
| 10:30am | Open Innovation at Work in Space Sciences |

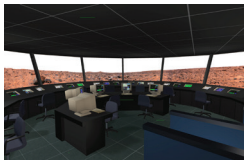


OMAR HATAMLEH  
Chief Innovation Officer, NASA



Dr. Omar Hatamleh is the Executive Director of the Space Studies Program at International Space University. In addition to his role at ISU, Omar is the Chief Innovation Officer, Engineering at NASA. Prior to that he was the Deputy Chief Scientist at NASA ARC responsible for identifying new and promising areas of scientific research and supporting technologies that can be integrated into the Center’s capabilities. Omar has twenty years of aerospace industry experience and has published over 33 international journal articles; he has four engineering degrees, speaks four languages, and has been an invited keynote speaker to multiple national and international events including major innovation conferences, Google, IBM, European Investment Fund, etc.

|         |                                     |
|---------|-------------------------------------|
| 11:30am | Discussion, Recap and Announcements |
| 12:00pm | Networking Lunch                    |
| 1:00pm  | Tour Attractions                    |



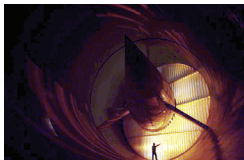
Mission to Mars



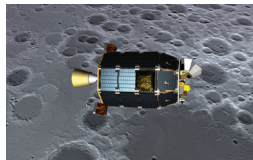
New Horizon: Exploring Pluto



Made in Space



Virtual Wind Tunnel



Future Flight Central

|        |                         |
|--------|-------------------------|
| 3:00pm | End of Tour - Departure |
|--------|-------------------------|

Members of the Berkeley Innovation Forum

APPLIED MATERIALS

HITACHI

DUPONT

IBM

PayPal

intel

Nestle

SAP

NASA

Otter

HEATCRAFT

Johnson Controls

thyssenkrupp

Coca-Cola

SIEMENS

Lancaster University

NIKE

AirAsia

DELL EMC

KLA Tencor

KANAKA

Allergan

SOLIX

HUAWEI

CHAITANYA GROUP

GOODYEAR

Google

TOYOTA

FUJITSU

vmware

VISA

PLUGANDPLAY

tyco

wipro

CISCO

Mitsubishi Corporation (Americas)

Standard Chartered

CSIRO

Tech Mahindra

EZDI Healthcare Data Intelligence

HERO

SANYO CHEMICAL INDUSTRIES

vf

AVERY DENNISON

GORE

RENAULT NISSAN MITSUBISHI

AUTODESK

EMBRAER

NTT Communications

ERICSSON

FedEx

DUKE ENERGY

TATA

Mphasis