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.

Glorious Past Contributions:
- Laser Printing
- Ethernet
- Modern Personal Computer
- Graphical User Interface
- Conference Technologies
- Indexing Technologies

Amazing Future: Six Focus Areas:
- AI & Human Machine
- Digital Workplace
- Novel Printing
- IoT & Machine
- Digital Design & Manufacturing
- Microsystems & Smart Devices

K. R. Sanjiv
CTO, Wipro

Henry Chesbough
Faculty Director, Garwood Center for Corporate Innovation

Tolga Kurtoglu
Chief Executive Officer, PARC, a Xerox Company
**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.

**JULIE COTTINEAU**
**Founder & 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.

**SANDRO VALERI**
**Innovation Strategy Director, Embraer**

Born an aircraft manufacturer in Brazil, Embraer was keen on Open Innovation since Day 1, fifty years before this term was coined. Only through Open Innovation, Co-Creation and Collaboration was the firm able to move forward into the future of aviation and urban mobility. Embraer has recently shifted its focus from Commercial Aviation (now on a JV with Boeing) to its other business segments that include a) Defense Aircrafts, b) Executive Jets, c) Air Traffic Controls, d) National Border Digital Controls and Monitoring, e) Satellites operation. In addition, the firm launched EmbraerX, which has entered into game-changing disruptive autonomous flights in partnership with companies like Uber. All these changes raise an important two-part challenge: 1) How can Embraer as a Brand be reinvented for the next 50 years, while shifting its focus to its other core businesses and entering to new disruptive transportation vehicles? 2) How can Embraer bring a renewed open innovation approach to enhance its brand, while embracing its new mission?

**DEBORAH STOKES**
**Director External Research & 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.
DAY 2 – THURSDAY, APRIL 11, 2019
Wipro Technologies: 425 National Avenue, Mountain View, CA 94043

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

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.

Mitsubishi Corporation (Americas)
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<thead>
<tr>
<th>Time</th>
<th>Event</th>
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<tbody>
<tr>
<td>10:00am</td>
<td>Break</td>
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<tr>
<td>10:15am</td>
<td>C-Suite Keynotes - Specific Practices in Engaging Customers for Innovation - Moderated by Solomon Darwin</td>
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<tr>
<td>11:00am</td>
<td>ABIDALI NEEMUCHWALA</td>
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<td>CEO &amp; Executive Director, Wipro</td>
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<td>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.</td>
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<tr>
<td>12:00pm</td>
<td>TOLGA KURTOGLU</td>
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<td>CEO, PARC, a Xerox Company</td>
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<td>Kurtoglu is the CEO of PARC, Silicon Valley R&amp;D firm developing advanced technologies including artificial intelligence &amp; 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.</td>
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<td>12:00pm</td>
<td>Networking Lunch</td>
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<td>2:00pm</td>
<td>Bus Pickup to Plug &amp; Play</td>
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<td>3:00pm</td>
<td>Unlocking the Value Through the Start-Up Ecosystem</td>
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<td>Visit to Plug &amp; Play (440 N Wolfe Rd. Sunnyvale, CA 94085)</td>
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<tr>
<td>1:30pm</td>
<td>SAEED AMIDI</td>
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<td>CEO &amp; Founder, Plug and Play</td>
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<td>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.</td>
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<tr>
<td>5:00pm</td>
<td>Closing Reception</td>
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<td>6:00pm</td>
<td>Bus Return to Hotel</td>
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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.

Members of the Berkeley Innovation Forum

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

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<tr>
<td>9:30am</td>
<td>Bus Departs Hotel</td>
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<tr>
<td>10:00am</td>
<td>Arrival &amp; Badging</td>
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<td>10:15am</td>
<td>Welcome &amp; Introduction</td>
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<tr>
<td>10:30am</td>
<td>Open Innovation at Work in Space Sciences</td>
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<tr>
<td>11:30am</td>
<td>Discussion, Recap and Announcements</td>
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<tr>
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<tr>
<td>1:00pm</td>
<td>Tour Attractions</td>
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<tr>
<td>3:00pm</td>
<td>End of Tour - Departure</td>
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POST-EVENT – FRIDAY, APRIL 12, 2019
Chief Innovation Officers Roundtable - NASA Ames Research Center (Moffett Blvd, Mountain View, CA 94035)