



BERKELEY INNOVATION FORUM

APRIL 9 -12, 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

DAY 1 – WEDNESDAY, APRIL 10, 2019

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

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

BerkeleyHaas
University of California, 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 Keynote: Enhancing your Brand through Open Innovation: Lessons from Use Cases in Brand Twisting



JULIE COTTINEAU

Founder & CEO, BrandTwist

BRANDTWIST
FRESH PERSPECTIVES. BREAKTHROUGH RESULTS.

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 Challenge: Embraer - Branding Challenges Associated with Business Transformation



SANDRO VALERI

Innovation Strategy Director, Embraer

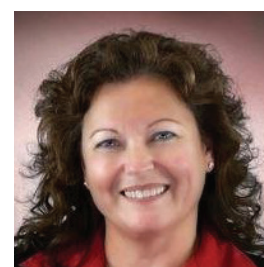
EMBRAER

Embraer is a Brazilian aerospace conglomerate that produces commercial, military, executive and agricultural aircraft and provides aeronautical services. Embraer's Shareholders approved a deal to sell 80 percent of the company's commercial plane division to Boeing. Embraer is now shifting the focus to its other core businesses and entering a new disruptive transportation vehicles market such as the eVTOL (electric vertical take-off and landing vehicle) in partnership with Uber.

Challenge: How can Embraer as a Brand reinvented itself? How can Embraer bring a renewed open innovation approach to enhance its brand, while embracing its new mission?

12:30pm Lunch

2:00pm Challenge: Dell EMC - Measuring Open Innovation with Organizations



DEBORAH STOKES

Director External Research & Academic Alliances, Dell EMC

DELL EMC

Dell-EMC practices and does much Innovation (both inside-out innovation and outside-in) in creating value for their customers. However, the challenge for Dell-EMC has been in capturing the value created in metrics that provide insights to measure area of impact. This information will help Dell-EMC to promote further acceleration of Open Innovation within the firm.

Challenge: What specific measures should be used to manage innovation?

a) What Metrics or KPIs would you recommend for Dell to measure and manage innovation? – provide specific measures that have worked for you. b) How should Dell-EMC spread its IP and knowledge (generated internally and acquired externally) across its silo boundaries? – what programs or processes are needed? c) What does your firm do to move useful knowledge across your internal functional boundaries?

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



TSUNEHIKO YANAGIHARA

Executive Vice President, Mitsubishi Corporation (Americas)

Mitsubishi Corp. (Americas) Silicon Valley branch office is developing a one-week training program to equip over 300 personnel with the innovative mindset and tools to generate disruptive solutions.

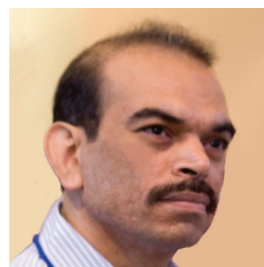
Challenge: Based on your past and current experiences in-house innovation training programs, provide your recommendations to Mitsubishi. **a)** What training is your organization providing to internal staff to develop greater digital skills and capabilities that would be of interest to Mitsubishi Corp? **b)** Whom within your organization are you focusing upon first, to grow your digital capabilities? What is their typical profile? Discuss pro and cons. **c)** How do you evaluate the participants in your training programs? Suggest tools or behavioral data (quantitative metrics) to measure creativity, communication, leadership, etc. **d)** How do you evaluate the effectiveness and the return-on-investment for these training programs? What measures do you use? **e)** How do you engage your business units, to get them to buy into these programs? **f)** What happens to graduates of these training programs? Do they continue to stay connected with each other? Do they implement what they learned?



4:00pm Break

4:30pm Recap & Update from Academia - Henry Chesbrough & Chiara E. De Marco

5:30pm Visit to Wipro's Silicon Valley Innovation Center Enabling Clients for Digital Transformation with Future-Ready Technologies



NITIN NARKHEDE

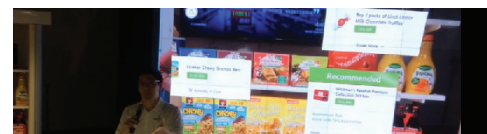
General Manager, Emerging Technologies and Innovation, Wipro

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.



5:30pm - 6:30pm: Group A will go on a innovation center tour and group B remain on the digital pod area for networking reception

6:30pm - 7:30pm: Group B will go on a innovation center tour and group A move to the digital pod area for networking reception



7:30pm Networking Dinner

8:30pm Fireside Chat - "Expanding into Growth Markets" - Moderated by Solomon Darwin



CATHERINE WOLFRAM

Associate Dean for Academic Affairs, Professor, Haas School of Business, UC Berkeley

Catherine Wolfram is the Cora Jane Flood Professor of Business Administration and Acting Associate Director of Academic Affairs at the Haas School of Business. She is the Program Director of the National Bureau of Economic Research's Environment and Energy Economics Program, and an affiliated faculty member in the Agriculture and Resource Economics department and the Energy and Resources Group at Berkeley. Wolfram has published extensively on the economics of energy markets.



GANESH IYER

Professor, Haas School of Business, UC Berkeley

Ganesh Iyer is the Edgar F. Kaiser Professor of Business Administration at Berkeley Haas. He received his PhD from the University of Toronto, and he was previously on the faculty at Olin Business School, Washington University in St. Louis. He is currently a Senior Editor for Marketing Science and has been an Associate Editor for Marketing Science, Management Science, and Quantitative Marketing and Economics. He was also a member of the Board of the Informa Society for Marketing Science as Secretary of the Board from 2012-2016.



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 Fireside Chat - "Implementing Digital Transformation" -Moderated by Henry Chesbrough



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.

SIEMENS

10:00am Break

10:15am C-Suite Keynotes - Specific Practices in Engaging Customers for Innovation- Moderated by Solomon Darwin



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.

parc
A Xerox Company



ROBIN MATLOCK

Chief Marketing Officer & Senior Vice President, VMware

Robin Matlock joined VMware in July 2009 and serves as senior vice president and chief marketing officer. Bringing more than 25 years of marketing experience in the enterprise software and services sector, Matlock is playing a leadership role in positioning VMware as a market leader in cloud, networking and security, and digital workspace software. As CMO, Matlock is a key member of VMware's Executive Leadership team responsible for leading all aspects of the Global Marketing organization, which includes Corporate Marketing, Partner, Segment and Field Marketing.



12:00pm Feedback & Reflections - Henry Chesbrough

12:30pm Networking Lunch

2:15pm Bus Pickup to Plug & Play



SAEED AMIDI
CEO & Founder, Plug and Play

PLUGANDPLAY

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.

POST-EVENT – FRIDAY, APRIL 12, 2019

Chief Innovation Officers Roundtable - NASA Ames Research Center (Moffett Blvd, Mountain View, CA 94035)

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



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.



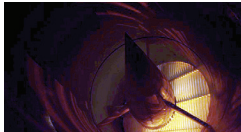
Mission to Mars



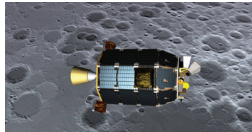
New Horizon: Exploring Pluto



Made in Space



Virtual Wind Tunnel



Future Flight Central

Members of the Berkeley Innovation Forum

