## BERKELEY INNOVATION FORUM

### September 25 - 26, 2019

**“Learnings from the Past to Navigate the Future”**

**Location:**
Haas School of Business, UC Berkeley, Berkeley, CA 94720  
9/25/19 - Spiker Forum (6th Floor, Chou Hall)  
9/26/19 - Wells Fargo Room, C420 Chiet Hall

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

### PRE-EVENT: TUESDAY, SEPTEMBER 24, 2019

**Location:** University Club, California Memorial Stadium, UC Berkeley

<table>
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<tr>
<td>5:00pm</td>
<td>Bus Pick-up</td>
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<tr>
<td>5:30pm</td>
<td>Networking Cocktail Reception</td>
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<tr>
<td>6:00pm</td>
<td>Welcome &amp; Introduction</td>
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**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.

**Ed Catmull**  
Founder and former President of Pixar and Walt Disney Animation

Ed Catmull is a legend in the Motion Picture Industry. He is the winner of 6 Academy Awards and is highly respected figure in the business and creative worlds. Having revolutionized the world of animation and built one of the most innovative and emulated companies on earth. He will speak to us about how “Open Innovation” has played a significant role in the evolution of the Motion Picture Industry. Catmull is also the author of Creativity, Inc.: Overcoming the Unseen Forces That Stand in the Way of True Inspiration.

**Fireside Chat with Ed Catmull & Henry Chesbrough**

Key takeaways from Catmull’s book and lessons learned along the way in his journey with great figures like Steve Jobs, Steve Wozniak, George Lucas, Francis Coppola, John Warnock, Alan Kay, Bob Iger, John Lasseter and Michael Eisner to name a few.

**Special Presentation: Experience the Star Wars Jedi Challenge**

**Networking Dinner**

**Bus Return to Hotel**
DAY 1 – WEDNESDAY, SEPTEMBER 25, 2019
Spieker Forum, Chou Hall, Haas School of Business, UC Berkeley

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  Keynote: Enhancing your Brand through Open Innovation: Lessons from Use Cases in Brand Twisting

Ann E. Harrison
Dean & Professor, Haas School of Business

Ann E. Harrison became the 15th dean of the Haas School of Business on Jan. 1, 2019. A renowned economist, she has dedicated her career to creating inclusive and sustainable policies in development economics, international trade, and global labor markets. Harrison came to Haas from the University of Pennsylvania’s Wharton School, where she was a professor of multinational management and business economics and public policy. Before joining Wharton in 2012, she was the director of development policy at the World Bank, where she co-managed a team of 300 researchers and staff.

10:15am  Break

11:15am  BIF Talk: Overcoming Barriers for Market Expansion through Open Innovation

Chief Minister Conrad K. Sangma
Chief Minister of the State of Meghalaya, India

Conrad Kongkal Sangma is the current Chief Minister of Meghalaya. He is also the president of the National People’s Party (NPP), the leadership of which he took after his father. He is also the member of Parliament from Tura’s constituency. He began his political career in the late 1990s after completing his studies. He held a number of positions such as Power, Finance, IT, Tourism and GAD. He also presented his first budget within 10 days of being a minister in Meghalaya. From 2009 to 2013, he held the position of the Leader of Opposition in Meghalaya Legislative Assembly. In March 2016, he became NPP’s president after his father’s death.

11:45am  Panel Discussion: Open Innovation into Emerging Markets

Arvind Gupta
Head, Digital India, Founding CEO of MyGov.In

Arvind Gupta has over 22 years of industry experience, having worked in diverse sectors in variety of leadership, policy and entrepreneurial profiles in India and Silicon Valley, USA. He has considerable experience in Consumer Internet, Digital Media, Big Data & Analytics, Digital Transformation, IT Policy, and e-governance. He has been awarded the Eisenhower Global Fellowship for Innovation for year 2014. As the National Technology Head for India’s largest political party, the BJP, he advises Prime Minister Modi on the policies at the national level and the states.
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<tr>
<td>12:15pm</td>
<td><strong>Allergan Challenge: Incorporating Digital Transformation into Corporate DNA</strong></td>
<td><strong>Damon Caiazza</strong>&lt;br&gt;Director, Digital Strategy and Innovation, Allergan&lt;br&gt;Damon is an innovative change agent who brings a cross-functional, multi-domain perspective to Allergan in his role as Director, Digital Strategy and Innovation. He is responsible for identifying new technologies, tools, and platforms that can be evaluated through pilot programs to determine long-term viability of scaling into the broader enterprise across R&amp;D, commercial, and operations. Over his career he launched or worked for a number of high tech startups focused on AdTech, FinTech, crowdfunding, marketplaces, and artificial intelligence as well as firms focused on pharmaceutical marketing and economic development in emerging markets.</td>
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<td>1:00pm</td>
<td>Lunch</td>
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<td>2:00pm</td>
<td><strong>VF Corporation Challenge: Creating Value in a Highly Fragmented and Volatile Consumer Market</strong></td>
<td><strong>Dan Cherian</strong>&lt;br&gt;Global Head of Innovation, VF Corporation&lt;br&gt;Leads game-changing advances that shape the future of apparel and footwear. Innovation for some of the world's most iconic apparel and footwear brands is happening in two unexpected places: Dover, New Hampshire and Alameda, California. In non-descript buildings, Dan Cherian and his team of scientists, engineers and technical designers tinker with textiles, smart materials and technology to develop breakthrough products for VF's 30-plus global brands. Dan Cherian has a track record of driving digital transformation, delivering new product franchises and tech platforms, building new growth functions (including new business models, venture investing), and managing global teams, for Fortune 100 companies.</td>
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<td>3:00pm</td>
<td><strong>Henry Chesbrough's Book: Exclusive preview on Open Innovation Results</strong></td>
<td><strong>Open Innovation Results:&lt;br&gt;Going Beyond the Hype and Getting Down to Business</strong>&lt;br&gt;To get real business results from innovation, we must go beyond the generation of new innovations, and also pay attention to their broad dissemination and rapid absorption. Many of the best known aspects of open innovation, such as crowdsourcing or open source software or innovation intermediaries, are not well connected to the rest of the organization. We must connect more deeply to the rest of the organization, in order to see real business value from innovation. This book offers the latest theory and evidence from open innovation processes, and discusses how to get real business results from it.</td>
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<td>4:15pm</td>
<td>Break</td>
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<td>4:30pm</td>
<td><strong>MBA Students: Introducing their challenges and soliciting support from members</strong></td>
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<td>5:00pm</td>
<td>Recap by Henry Chesbrough</td>
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11:45am  Break

12:00pm  Fireside Chat with Henry Chesbrough & Eric Benhamou

Henry Chesbrough  
Faculty Director, Garwood Center for Corporate Innovation, UC Berkeley

Eric Benhamou  
Former CEO of 3Com and Palm

8:00am  Bus Pick-Up at Hotel

8:15am  Registration & Networking Breakfast

9:00am  C-Suite Keynotes - Learnings from the Past to Navigate the Future - Moderated by Solomon Darwin

Nick Cannon  
CTO, Walt Disney  
Lessons from Digital Transformations

Sunil Munjal  
Chairman & Founder, Hero Enterprises  
Lessons from Business Model Transformation

Eric Benhamou  
Former CEO of 3Com and Palm and Advisor to President Bill Clinton on Information Technology  
Lessons from Market Transformations

1:00pm  Feedback & Reflections - Henry Chesbrough

1:30pm  Networking Lunch

2:30pm  Bus Pickup to Hotel
India-USA relationship has grown exponentially during the past couple of decades, particularly in the area of business. There are enormous opportunities for mutual investment and trade waiting to be capitalised on. India offers American companies an enormous market for consumer items, defence equipment, infrastructure, education and technology while the American companies can tap into India’s enormous talent pool and expertise in frugal production. The ideological and geopolitical incentives for mutual cooperation are also vital and the two countries need to work together to support political and economic prosperity in Asia. The 4th US-India Conference will highlight the bilateral and global opportunities available to the two countries and explore the areas of mutual cooperation in the new world order.

**Interactive Sessions on**

- Reimagining US-India Ties: Investing in Mutual Strengths
- India: Economic Transformation for Sustainable Growth
- Tech Under Siege: Reconciling Needs for Data and Privacy
- AI Power: Winning the Innovation Race
- Start-up Dispersion: Building Future Unicorns
For more details, please contact:
Mansoor Hassan
Manager – CMD
All India Management Association (AIMA)
Mobile: +91 9540060166, Email: mhassan@aima.in

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

Registration Details
• Participation in the conference is by “Invitation Only”
• Pre-registration is MUST, as seats are limited
• Participation is on first come first serve basis

For Conference Agenda
CLICK HERE

Who Should Attend
The conference will bring together at least 300 policy makers, CEOs, thought leaders, entrepreneurs, investors, senior level managers and students to discuss strategies to promote cooperation between the two countries and win in the emerging knowledge economy.

For Conference Registration
CLICK HERE

Speakers

Aditya Ghosh
CEO - India and South Asia
OYO Hotels & Homes

Ashwani Rishi
Executive Vice President
Virtusa Corp

Ashu Garg
General Partner
Foundation Cap

Aditya Ghosh
CEO - India and South Asia
OYO Hotels & Homes

Carol Christ
Chancellor, University of California, Berkeley

Sanjay Kirloskar
President - Designate
AIMA and Chairman & Managing Director
Kirloskar Brothers Limited

Catherine Wolfram
Associate Dean for Academic Affairs & Cora Jane Flood Professor of Business Administration
Haas School of Business

Ganesh V Iyer
Managing Director
NIO USA and Global CIO, NIO

Kaval Kaur
CFO and Co-founder
AlertEnterprise Inc

Mukesh Aghi
President and CEO
The US-India Strategic Partnership Forum

Rekha Sethi
Director General
All India Management Association

R Mukundan
Managing Director and CEO
Tata Chemicals

Sanjay Kirloskar
President - Designate
AIMA and Chairman & Managing Director
Kirloskar Brothers Limited

Vas Bhandarkar
Founder & CEO
ScoreData

T V Mohandas Pai
Chairman, Manipal Global Education Services

Vikram Chandra
Founder
Editorji Technologies

Stratos Nguyen Davlos
Vice President – AI, IBM Watson Data and AI, IBM

Thomas Y Lee
Director of Data Science, Fisher Center for Business Analytics
Haas School of Business

Sandeep Kishore
CEO and Managing Director
Zensar Technologies

Vineet Agarwal
Managing Director
Transport Corporation of India Ltd

Soma Velayutham
Head of Industry
Business Development and AI Deep Learning
Nvidia

*Confirmation awaited
Members of the Berkeley Innovation Forum