

BERKELEY INNOVATION FORUM

GARWOOD CENTER FOR CORPORATE INNOVATION

September 21 - 23, 2020

Building Business Models on Anticipated Technologies

Welcome Pre-Event: Sunday, September 20, 2020

Location: Visit to Disneyland, Anaheim, California

Open Innovation, Creative Spaces

Join us to learn how it happens!

Walt Disney Imagineering

Open Innovation in
Designing Creative Theme Parks

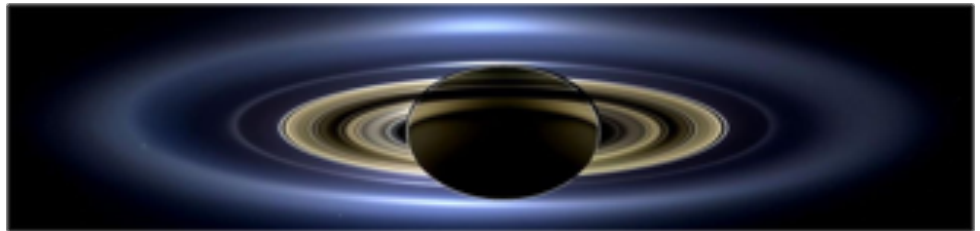
Day 1 & 2: September 21 & 22



NASA Jet Propulsion Laboratory

Open Innovation in Space
Exploration

Day 2: September 22, 2-3pm



Disney Animation Studios

Open Innovation in
Film Animation

Day 2: September 22, 4-5pm



Space-X Transportation

Open Innovation in
revolutionizing space
technology

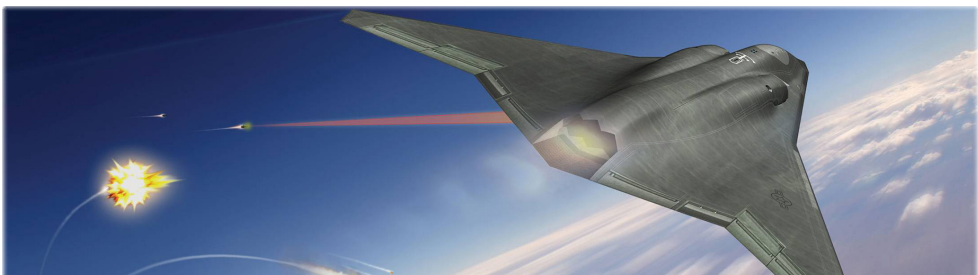
Day 3: September 23, 9-10am



Northrop Grumman Aerospace








Open Innovation in
revolutionizing space
technology







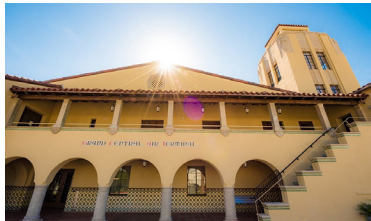

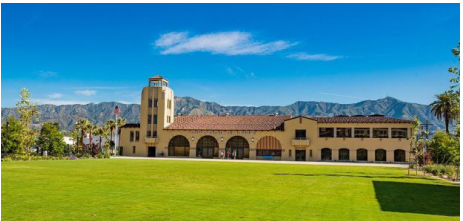
Day 3: September 23, 11am-1pm



Day 1: Monday, September 21, 2020











Location: GCAT - Disney's Creative Space (1310 Air Way, Glendale, CA 91201)

8:00am	Bus Pick-Up (Burbank Hotel)
8:15am	Registration & Networking Breakfast
9:00am	<p>Welcome by Henry Chesbrough</p> <div data-bbox="241 438 456 655"></div> <div data-bbox="470 449 711 617"><p>Henry Chesbrough Faculty Director, Garwood Center for Corporate Innovation, UC Berkeley</p></div> <div data-bbox="477 646 644 697"></div> <div data-bbox="779 449 1586 730"><p>Henry Chesbrough is a professor at the Haas Business School, UC Berkeley, and faculty director of the Garwood Center for Corporate Innovation. 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 he coined the term Open Innovation, he defined an approach that companies around the globe now use to innovate. Today, Chesbrough works directly with companies through Garwood's programs to apply the principles of Open Innovation, and he continues to refine our understanding through his research and books.</p></div>
9:30am	Networking: Speed Dating
10:15am	<p>Keynote: Walt Disney Imagineering - Building Business Models on Anticipated Technologies</p> <div data-bbox="241 898 456 1115"></div> <div data-bbox="470 905 618 1041"><p>Bob Weis President, Walt Disney Imagineering</p></div> <div data-bbox="467 1060 631 1138"></div> <div data-bbox="779 905 1586 1186"><p>Bob Weis is the president of Walt Disney Imagineering (WDI), the creative engine behind experiences found in Disney theme parks, resort hotels, cruise ships, and consumer products, including books, games, and merchandise. As the creative and design lead for some of Disney's largest and most successful parks, Bob has decades of experience leading build projects around the world. Before becoming President of WDI, Bob was the creative executive of Shanghai Disney Resort. Prior to that, Bob completed a five-year transformation and expansion of Disney California Adventure Park. Bob's previous projects include work on the first international Disney theme park, Tokyo Disneyland.</p></div>
11:00am	Break
11:30am	<p>Innovation History of Grand Central Air Terminal</p> <div data-bbox="241 1323 703 1556"></div> <div data-bbox="779 1329 1586 1516"><p>Grand Central Airport in Glendale, California, also known as Grand Central Air Terminal (GCAT), was an important facility for the growing Los Angeles suburb in the 1920s. It was also a key element in the development of United States aviation. The terminal, located at 1310 Air Way, was built in 1928 and still exists, owned since 1997 by The Walt Disney Company as a part of its Grand Central Creative Campus (GC3).</p></div>
12:30pm	<p>Nestle: Innovation Challenge #1 - Enhancing Creativity within Nestlé</p> <div data-bbox="241 1669 456 1885"></div> <div data-bbox="470 1665 725 1843"><p>Deborah McDonald Global Head Technology Licensing Open Innovation & Venturing, Nestlé</p></div> <div data-bbox="474 1858 630 1904"></div> <div data-bbox="779 1665 1586 1913"><p>Deborah is responsible for Global Technology Licensing at Nestlé in Open Innovation and Venturing. She is part of Research and Development and works internally and externally to foster existing/new collaborations that create relevant new intellectual property, product innovations that delight consumers and further Nestlé's efforts to promote sustainability, nutrition, health and wellness. Deborah leads a global network of innovation experts at Nestlé's various technology and development centers which seeks to nurture and cultivate open innovation and to share best practice.</p></div>
1:30pm	Networking Lunch within Disney's Creative Space

2:30pm	<p>Insights into Research & Development at Walt Disney Imagineering - Tour of R&D Space</p> <p>Take a rare, behind-the-scenes glimpse at Walt Disney Imagineering, where the designers, engineers and storytellers known as “Imagineers” transform dreams and ideas into Disney theme parks, resorts and cruise ships around the world.</p>
3:30pm	<p>Break</p>
4:00pm	<p>Best Practices in Open Innovation, by Henry Chesbrough</p>
5:00pm	<p>Report out: Best Practices in Open Innovation from Member Companies</p>
5:30pm	<p>Networking Cocktail & Hors d’Oeuvres Reception</p>
6:15pm	<p>Fireside Chat: “Building Creative Spaces” Moderated by Solomon Darwin</p> <div data-bbox="240 667 457 892">  </div> <div data-bbox="483 676 685 808"> <p>Clark Spencer President, Walt Disney Animation Studios</p> </div> <div data-bbox="483 823 609 919">  </div> <div data-bbox="787 676 1567 928"> <p>Clark Spencer is an American film producer, businessman, and studio executive, best known for his work at Walt Disney Animation Studios. He joined Walt Disney Feature Animation in 1993. He was director of planning but moved on to be senior vice president of finance and operations. He moved on to the Florida animation division of the company where he was the head of the studio before becoming the producer. He has produced many outstanding Disney animated films. He was involved in the purchase of Miramax Films in the early 1990s. Spencer graduated from Harvard University in 1985 with a degree in history.</p> </div> <div data-bbox="240 970 457 1192">  </div> <div data-bbox="483 976 620 1117"> <p>Bob Weis President, Walt Disney Imagineering</p> </div> <div data-bbox="474 1138 636 1213">  </div> <div data-bbox="787 976 1567 1264"> <p>Bob Weis is the president of Walt Disney Imagineering (WDI), the creative engine behind experiences found in Disney theme parks, resort hotels, cruise ships, and consumer products, including books, games, and merchandise. As the creative and design lead for some of Disney’s largest and most successful parks, Bob has decades of experience leading build projects around the world. Before becoming President of WDI, Bob was the creative executive of Shanghai Disney Resort. Prior to that, Bob completed a five-year transformation and expansion of Disney California Adventure Park. Bob’s previous projects include work on the first international Disney theme park, Tokyo Disneyland.</p> </div> <div data-bbox="240 1306 457 1528">  </div> <div data-bbox="483 1306 706 1465"> <p>Solomon Darwin Executive Director Garwood Center for Corporate Innovation (Moderator)</p> </div> <div data-bbox="483 1474 646 1528">  </div> <div data-bbox="787 1306 1567 1495"> <p>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 more than 13 years of Industry experience at Bank of America and Motorola.</p> </div>
7:15pm	<p>Networking Dinner</p> <div data-bbox="240 1675 609 1894">  </div> <div data-bbox="620 1675 1101 1894">  </div> <div data-bbox="1107 1675 1567 1894">  </div>
9:30pm	<p>Bus Return to Hotel</p>

Day 2: Tuesday, September 22, 2020

Location: Walt Disney Imagineering - (1245 Flower Street, Glendale, CA 91201)

8:00am	Bus Pick-Up
8:15am	Registration & Networking Breakfast
9:00am	BIF Talk: Embraer X - Future of Air Transportation  <p>David Rottblatt Business Development Director and Urban Air Mobility Project Leader, EmbraerX</p>  <p>David Rottblatt is the Business Development Director for EmbraerX, and is the project lead for EmbraerX's Urban Air Traffic Management initiative. David works with industry leaders and strategic partners to develop new solutions seeking to enable the urban air mobility industry to scale. One of the most recent projects David has led is a new technology for air traffic control that creates a more favorable operating environment for the Urban Air Mobility industry to scale safely. Before joining EmbraerX, David held multiple market development roles at GE including international assignments in Brazil, South Africa, and Hungary. David is a multi-engine instrument rated fixed wing commercial pilot and Helicopter pilot, and enjoys skydiving and scuba diving.</p>
9:30am	W.L. Gore: Innovation Challenge #2 - Innovation Challenge: Building Corp. Personality with Start-up DNA  <p>Paul Campbell (TBC) Chief Innovation Officer, Gore Innovation Center, W.L. Gore & Associates</p>  <p>Paul Campbell, an expert in corporate entrepreneurship with tenures at industry-leading companies, has repeatedly transformed corporate innovation programs to create businesses in new and adjacent markets through a deft deployment of open innovation, business accelerators, venturing, M&A, R&D, business development, and strategy team leadership.</p>
10:30am	Break
11:00am	C-Suite Panel  <p>Sunil Bhaskaran CEO / Managing Director, Air Asia</p>  <p>Sunil Bhaskaran founded Indus Biotech Pvt Ltd. Presently, he is CEO & managing director at AirAsia India Pvt Ltd. and CEO, director & managing director at AirAsia (India) Ltd. Mr. Bhaskaran is also on the board of Indian Steel & Wire Products Ltd. and NatSteel Holdings Pte Ltd., and vice president of corporate services at Tata Steel Ltd. Sunil Bhaskaran previously held the position of managing director at Indus Biotech Pvt Ltd.</p>
	 <p>Vinod Philip CTO Siemens, Power & Gas Division</p>  <p>Over the course of 17 years at Siemens, Vinod Philip, CTO of the Power and Gas Division, has become known as a strategic, people-oriented and dedicated business leader with a strong technology and product focus. Siemens is a leading global producer of energy-efficient and resource-saving technologies. Philip's management career started when he was promoted to head the Gas Turbine Materials Engineering Department. Following this, he assumed various managerial and executive roles of increasing responsibility within the business areas of gas turbines and generators.</p>
	 <p>Mike Kelly CIO, Redhat</p>  <p>Mike Kelly leads Red Hat's information technology (IT) organization as they provide the tools and technologies that enable Red Hatters every day. Before joining Red Hat in 2016, Kelly served in senior leadership roles from 2007 to 2016 at McKesson Corporation, including senior vice president of IT Shared Services, chief information officer of McKesson U.S. Pharmaceutical, senior vice president of Enterprise Application Services, and chief information and chief technology officer of McKesson Specialty Health, a division of McKesson Corporation.</p>

Day 2: Tuesday, September 22, 2020

Location: Walt Disney Imagineering - (1245 Flower Street, Glendale, CA 91201)

12:15pm Recap and Meeting Evaluation: Professor Henry Chesbrough

12:45pm Boxed Lunches

1:15pm Bus pickup to JPL Innovation Tour (optional)

2:00pm World-leading Innovation in Space Missions – Tour & Presentations at NASA’s JPL, Pasadena, CA



Larry James

COO & Deputy
Director, JPL



At JPL, Larry James is the Laboratory’s COO responsible to the director for the day-to-day management of JPL’s resources and activities. This includes managing the laboratory’s solar system exploration, Mars, astronomy, physics, Earth science, interplanetary network programs, and all business operations. These activities employ 6,000 scientists, engineers, technicians, and business support personnel, generating \$2.6 billion in annual revenues.

4:30pm Disney Animation Studios (optional)



Nick Cannon

CTO
Walt Disney
Animation Studios




Nick Cannon has been CTO at Walt Disney Animation Studios since 2016. He came to Disney from MPC/Technicolor, where he first held the position of director of technology from 2009 to 2010 and then global director of technology. He now specializes in media and entertainment to bring a broader perspective to creative businesses blessed with world-class talent who face exceptional challenges. Nick spent 12 years at MPC Film that was part of the leadership team that transformed the company from a single 250 person visual effects studio to an industry-leading 2,500-strong global network of studios able to collaborate on more than 20 major studio productions simultaneously.

5:30pm Bus pickup to LAX Hotel


Day 3: Wednesday, September 23, 2020
Location: Space X (Missions) & Northrop Grumman

9:00am	Bus Pick-Up (LAX Hotel) - TBA
9:15am	Registration & Networking Breakfast
10:00am	Space-X Missions - "To boldly go where no man has gone before" Space-X Visit (TBC)
11:00am	Bus Pick-up to Northrop Grumman Innovation Center





11:30am **Innovations in Aerospace at Northrop Grumman Tour & Presentation**



Jonathan Arenberg
 Chief Systems Engineer,
 Northrop Grumman Aerospace Systems




Jonathan Arenberg has been with Northrop Grumman Aerospace Systems since 1989 having started with Hughes Aircraft Company. His work experience includes optical, space, and laser systems. Dr. Arenberg has worked on such astronomical programs as the Chandra X-ray Observatory, James Webb Space Telescope, and helped develop the New Worlds Observer concept for the imaging of extra-solar planets. He has also worked on major high-energy and tactical laser systems, laser component engineering, and metrology issues.







Day 3: Friday, April 24, 2020 - Chief Innovation Officer's Roundtable
Location: Northrop Grumman

12:00pm **Roundtable Discussion - Business Models for Space Technologies**



Solomon Darwin
 Executive Director
 Garwood Center for
 Corporate Innovation



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 more than 13 years of Industry experience at Bank of America and Motorola.

1:30pm	Lunch at Northrop Grumman
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Members of the Berkeley Innovation Forum



HITACHI



Nestlé



SIEMENS



PLUGANDPLAY



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