Day 1: Wednesday, April 22, 2020

9:00am - 9:15am  Welcome

9:15am - 9:30am  Opening Remarks

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.

9:30am - 10:15am  Breakout Group Discussion - “Uncertainty in a time of Crisis” Moderated by Solomon Darwin


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 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.

11:15am - 12:15pm  W.L. Gore: “Fusing Corporate Personality with Start-up DNA to Accelerate Open Innovation”

Paul Campbell  Chief Innovation Officer,
Gore Innovation Center,
W.L. Gore & Associates

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.

12:15pm - 1:30pm  Lunch Break
1:30pm - 2:30pm  Red Hat: Moving Forward from Getting Stuck in the Now - Creating a Data Driven Roadmap

**Mike Kelly**
CIO, Red hat

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.

2:30pm - 3:30pm  Discussion Session with Henry Chesbrough - Opening Innovation in Uncertain Times

3:30pm - 4:30pm  Air Asia: “Navigating Transitions in the Age of Uncertainty”

**Anthony Fernandes**
CEO, Air Asia

Dr. Fernandes is the founder of Tune Air Sdn. Bhd., who introduced the first budget no-frills airline, AirAsia, to Malaysians with the tagline “Now everyone can fly.” Fernandes managed to turn AirAsia, a failing government-linked commercial airline, into a highly successful budget airline public-listed company. He has since founded the Tune Group of companies. He was also instrumental in lobbying the then-Malaysian Prime Minister, Tun Dr. Mahathir Mohamad in mid-2003, to propose the idea of open skies agreements with neighbouring Thailand, Indonesia, and Singapore.

4:30pm - 5:00pm  Recap, Takeaways, and Evaluations with Henry Chesbrough

**Day 2: Thursday, April 23, 2020**

9:00am - 9:15am  Overview of Student Projects - Henry Chesbrough

9:15am - 10:15am  Ericsson Challenge Presentation

**Mallik Tatipamula**
CTO, Ericsson, Silicon Valley (Corporate Advisor)

**Challenge: Using Open Source in your Strategy**
Team: Satwak Sahoo, Johannes Engelhardt & Cindy Shen

10:15am - 11:15am  Avery Dennison Challenge Presentation

**Pradeep Iyer**
Sr. Global Director at Avery Dennison Silicon Valley

**Challenge: Employing a New Co organization to Launch a New Business**
Team: Murch Ewings, Nabil Ganouni, and Maksat Zhalel

11:15am - 12:15pm  DellEMC Challenge Presentation

**Deborah Stokes**
Director of External Research, Office of the CTO

**Challenge: Decision Making Score Card for Social Impact**
Team: Mihir Mehan, Arpan Soparkar, Amine Zouhair

12:15pm  BIF concludes

1:00pm - 6:00pm  Optional Event: MBA Open Innovation Fellows Presentations