

BERKELEY INNOVATION FORUM

GARWOOD CENTER FOR CORPORATE INNOVATION

[Online]

September 21 - 22, 2020 - Virtual Zoom Sessions

Post-COVID

“Recovery Strategies through Open Innovation”

Capturing Value from Use Cases Under Development

Day 1: September 21, 2020

8:00am - 8:15am

Welcome



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

Berkeley
Haas

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.

8:15am - 8:30am

Networking in Small Groups

8:30am - 9:15am

Dell: "New Market Opportunities in the Pandemic"



John Roese
President & CTO,
Dell

DELL EMC

John Roese is President of Cross-Product Operations & the Chief Technology Officer of Dell EMC. In this role, John is responsible for ensuring Dell Technologies anticipates customers' needs and leads the technology industry in a scalable, coordinated and efficient manner. John's organization provides the foundation, tools and processes needed to both foster innovation and optimize Dell EMC technology and R&D capabilities. This is an expansion of John's existing role as EMC's Chief Technology Officer. John joined EMC in the fall of 2012 and was instrumental in shaping EMC's technology strategy as the company embarked upon a new growth and leadership across three of the most transformative trends in the history of IT – Cloud, Big Data and Trusted IT.

9:15am - 10:00am

thyssenkrupp Transrapid: "Building New Industry Standards for Big Data"



Dr. Reinhold Achatz
General Manager,
thyssenkrupp
Transrapid (former
CTO, thyssenkrupp)


thyssenkrupp

Dr. Reinhold Achatz is Head of the Corporate Function Technology, Innovation and Sustainability at thyssenkrupp AG in Essen, Germany. In this position he is globally responsible to initiate and implement future oriented projects, to identify and leverage synergies between thyssenkrupp's businesses and to define, implement and improve processes.

10:00am - 10:15am

Small group networking/Coffee break



Mallik Tatipamula
CTO,
Ericsson



Dr. Mallik's contributions to the telecommunications industry are through practical innovations and implementations in Internet Protocols, Software Defined Network- ing, Network Function Virtualization technologies, enabled 2G to 3G, 3G to 4G and now 4G to 5G migrations. He held executive positions at Ericsson, Cisco, Juniper, F5 in delivering multi-billion dollars products adopted by global telecommunications operators. He contributed to telecommunications standards, co authored 2 books, 100+ publications and U.S. patents. He is a visiting professor at King's College Lon- don. He serves on the advisory board of Global Semiconductor Alliance, start-ups. He taught at Stanford, UC Berkeley.

Day 2: September 22, 2020



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 of the University of Southern California from 1996-2005. Solomon Darwin has more than 13 years of industry experience at Bank of America and Motorola.



Deborah McDonald
Assistant Vice
President, Head of
Technology
Licensing,
Nestle



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.



Deborah Stokes
Director of External
Research,
Dell



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.



Nicole Reineke
Senior Consultant
Research Office,
Dell



Rob Lincourt
Distinguished Engineer,
Dell



9:45am - 10:00am

Small group networking/Coffee break

10:00am - 10:45am

VMware: "Creating A Customer-Obsessed Culture - Lessons Learned at VMware"



Sanjay Poonen
COO,
VMware



Sanjay Poonen joined VMware in August 2013, and is responsible for worldwide sales, services, support, marketing and alliances. He is also responsible for the Security strategy and business at VMware. Previously, Poonen held the role of executive vice president and general manager for the End-User Computing business unit at VMware, where he ran the business end-to-end, from engineering to sales. Before VMware, Poonen was president of Platform Solutions at SAP AG. During his more than seven years at SAP, Poonen held several executive-level roles in product development and sales, including leading SAP's Analytics, Big Data, Mobile and all Industry Business Units, driving many solutions to industry-leading market positions.

10:45am - 11:05am

BIF Survey Results: "Measuring Business Valuation of Innovation"



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



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11:05am - 11:30am

Wrap-up & Feedback - Henry Chesbrough, Faculty Director, Garwood Center

[Optional Sessions] Day 1 - Monday, September 21, 2020

11:30am - 12:00pm: Roundtable Discussion w/Speakers



John Roese,
President & CTO,
Dell



Dr. Reinhold Achatz
General Mgr. thyssenkrupp
Transrapid (former CTO)
thyssenkrupp



Mallik Tatipamula
CTO, Ericsson



Henry Chesbrough
Faculty Dir., Garwood Center
for Corporate Innovation,
UC Berkeley



[Optional Sessions] Day 2 - Tuesday, September 22, 2020
 11:30am - 12:00pm: Roundtable Discussion w/Speakers



Deborah McDonald
 Assistant Vice President,
 Head of Technology
 Licensing



Sanjay Poonen
 COO, VMware



Solomon Darwin
 Executive Dir., Garwood
 Center for Corporate
 Innovation, UC Berkeley



Members of the Berkeley Innovation Forum

