



# BERKELEY INNOVATION FORUM

GARWOOD CENTER FOR CORPORATE INNOVATION

**OCTOBER 11 - 14, 2022**

## Creating Sustainable Ecosystems Through Open Innovation

Location: Wells Fargo Room (C420), Cheit Hall, Haas School of Business, UC Berkeley

### Pre-Event: Tuesday, October 11, 2022

9:00am - 1:00pm

Welcome Address to US-India Conference: "A New Paradigm in a Changed World" - [Click Here to see Full Agenda](#)



**Rich Lyons**

Chief Innovation and Entrepreneurship Officer, UC Berkeley

Rich Lyons is UC Berkeley's Chief Innovation & Entrepreneurship Officer. From 2008 to 2018, he served as dean of UC Berkeley's Haas School, where he currently holds the William and Janet Cronk Chair in Innovative Leadership. He was acting dean of the Haas School from 2004 to 2005 and executive associate dean from 2005 to 2006. For the two years prior to serving as dean he was the Chief Learning Officer at Goldman Sachs. He received his BS with highest honors from UC Berkeley (business) and PhD from MIT (economics). Before (re)joining Berkeley, Rich was on the faculty at Columbia University for six years. His research and teaching expertise is in international economics and finance and his top applied interest is the how and why of setting strong institutional cultures.

1:30pm - 3:00pm

Networking Lunch

3:10pm - 3:20pm

Bus Pick-Up from Marriott Hotel (2121 Center St, Berkeley, CA 9470) to Bay Ecotarium, Aquarium of the Bay (PIER 39 Embarcadero & Beach St. San Francisco 94133)

4:15pm - 5:00pm

Networking Reception at the Bay Ecotarium

5:00pm - 5:10pm

Introduction by Solomon Darwin



**Solomon Darwin**

Executive Director  
Garwood Center for  
Corporate Innovation

BerkeleyHaas

Solomon Darwin is the executive director, Garwood Center for Corporate Innovation, and former executive director of the Center for 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. Darwin has more than 13 years of industry experience at Bank of America and Motorola.

5:10 - 5:20pm

Welcome Remarks by Dr. George Jacob, President & CEO, Bay Ecotarium

5:20 - 6:30pm

Evening Keynote - Innovations at Tata for the Earth's Sustainability



**R. Mukundan**

CEO,  
Tata Chemicals

Mr. R. Mukundan is an engineer from IIT Roorkee. He joined the TAS, after completing an MBA from FMS, Delhi University. He is also an alumnus of the Harvard Business School. During his 26-year career with the Tata Group, he has held various responsibilities across the chemical, automotive, and hospitality sectors.

6:30pm - 8:30pm

Networking Dinner at the Bay Ecotarium, Aquarium of the Bay, San Francisco, PIER 39 Embarcadero & Beach St.



Introduction by George Jacob,  
President & CEO, Bay Ecotarium



7:45am	Bus pick-up at Marriott Hotel (2121 Center St, Berkeley, CA 9470)	
8:00am - 9:00am	Registration & Networking Breakfast	
9:00am - 9:30am	<p><b>Welcome by Henry Chesbrough</b></p>  <p><b>Henry Chesbrough</b> Faculty Director, Garwood Center for Corporate Innovation, UC Berkeley</p> 	<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, <i>Open Innovation: The New Imperative for Creating and Profiting from Technology</i> (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>
9:30am - 10:15am	Networking: Speed Dating	
10:15am - 11:00am	<p><b>Promoting Sustainable Business Ecosystems to Create a Healthy Planet</b></p>  <p><b>Jacquelline Fuller</b> VP, Google; President of Google.org</p> 	<p>Jacquelline Fuller leads Google.org, a data-driven, human-focused philanthropy powered by Google. Her team invests more than \$200 million yearly to support innovative nonprofits that are using technology to create more opportunities for everyone to learn, succeed, and be heard. Fuller joined Google in 2007 and manages a global team overseeing Google's philanthropic work, employee giving and volunteering, and product donations. She previously served as Deputy Director of Global Health at the Bill &amp; Melinda Gates Foundation, where she was a member of the senior management team for eight years. In 2004-2005, Fuller and her family moved to Delhi, where she helped launch a \$300 million health initiative for the Gates Foundation.</p>
11:00am - 11:15am	Coffee Break	
11:15am - 12:30pm	<p><b>Enhancing an Open Innovation Platform to Expand Markets – Green Swan Platform Challenge</b></p>  <p><b>Joseph Klafter</b> Former President, Tel Aviv University, Israel</p>   <p><b>Boaz Nol</b> Co Founder and CEO, Green Swan</p> 	<p>Prof. Joseph Klafter is widely recognized in his field, chemical physics. He completed his BSc and MSc in physics at Bar-Ilan University and his PhD in chemistry at Tel Aviv University in 1978 under the supervision of Prof. Joshua Jortner. After post-doctoral studies in chemistry at MIT, he joined the research and engineering division of Exxon in the U.S., where he worked for eight years. He joined the TAU Raymond and Beverly Sackler School of Chemistry in 1987 and was promoted to full professor in 1989. From 1998 to 2003, he was the incumbent of the Gordon Chair in Chemistry, and from 2003 onward he has held the Heineman Chair of Physical Chemistry.</p> <p>Boaz Nol is the co founder &amp; CEO of The Green Swan Lab. Boaz is passionate about solving global challenges on climate change. Green Swan is an Open Innovation platform established by Nol and his Co-founder, Prof. Joseph Klafter. Nol leads a team from a variety of backgrounds, including academia, start-ups, and business to accelerate solutions to address urgent global issues more efficiently.</p>

12:30pm - 1:30pm

Networking Lunch

1:30pm - 2:30pm

Restoring the Declining Balance Sheet of the Earth - moderated by Henry Chesbrough



**Solomon Darwin**  
Executive Director  
Garwood Center for  
Corporate Innovation

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KEYNOTE

Solomon Darwin is the executive director, Garwood Center for Corporate Innovation, and former executive director of the Center for 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. Darwin has more than 13 years of industry experience at Bank of America and Motorola.



**Michael Hesse**  
Director of  
Science,  
NASA Ames



Dr. Michael Hesse is the director of science at NASA's Ames Research Center. Before joining Ames and re-joining NASA, Michael spent three years at the University of Bergen in Norway, where he held a professorship in physics. In Bergen, he also led the Geomagnetic Expert Service Centre, a multinational consortium providing space weather services to ESA. He also held a part-time position with the Southwest Research Institute in San Antonio, where he contributed to research and leadership of NASA's Magnetospheric MultiScale mission.



**Matt Hancher**  
Engineering Lead  
and Founder,  
Google Earth  
and Earth Engine



Matt Hancher joined Google in 2009 to co-found the Earth Engine team, bringing Google's datacenter computing expertise to bear on global challenges in Earth data science and related fields. Hancher is also the engineering manager for Google Earth, as well for as the Earth Studio and Environmental Insights teams. He also works directly on applications ranging from deforestation monitoring to public health. Prior to joining Google, Hancher worked in the Intelligent Systems Division at the NASA Ames Research Center. He was the lead developer of the NASA Vision Workbench, an open-source image processing library, and led the Planetary Content Team, working with partners in the private sector to make NASA's planetary data more accessible and useful to the world.

## Creating Business Models for Sustainability of the Planet – Emerging Technologies

moderated by Solomon Darwin



**Tonya Kligen**

Head of Innovation,  
Americas,  
Siemens Energy



Tonya Kligen is the head of the Siemens Energy Innovation Center supporting the Americas Region, located in Orlando, Florida. Since the spinoff of Siemens Energy in 2020, Ms. Kligen has led a global team with responsibility for Technical Training Centers in Berlin, Muelheim, and Orlando supporting external and internal partners. Additionally, she has been responsible for the recruiting, onboarding, and training for Siemens Energy Global Field Service Organizations. Her responsibility has been significant in helping support the strategic direction of the company as it transforms to meet the growing global demands for sustainable, affordable, and reliable energy.



**Urvi Parekh**

Director of  
Renewable  
Energy,  
Facebook



Urvi Parekh leads Meta's renewable energy efforts globally to ensure the company maintains its 100% goal into the future as demand for its products and services grows. Parekh is a seasoned renewable energy originator and transactor with more than 4,000MW of wind and solar PPAs negotiated and a demonstrated history of driving large volume transactions. Parekh received her MBA from the University of California, Berkeley, Haas School of Business with a focus on renewable energy and finance, and a bachelor's degree in mechanical engineering from Stanford University.



**Piyush Modi**

Business  
Development and  
Chief Strategist,  
Industrial Sector  
Nvidia



Piyush Modi is a business development strategist for the industrial sector at NVIDIA. He is actively engaged with major industrial companies and related research labs to conceive and realize industrial AI-enabled solutions. He is interested in real-time deep learning training/inferencing platforms, architecture, and related algorithms for industrial use cases spanning inspection, predictive maintenance, and automation. Prior to NVIDIA, at Sentient.ai as a VP of engineering he led a team to build industry's first distributed AI (deep learning and evolutionary algorithms) platform to serve the model-building pipeline needs for ecommerce, financial, and industrial verticals to harness dark compute cycles from thousands of GPUs available globally.

3:30pm - 4:00pm

Coffee Break

4:00pm - 5:15pm

**Establishing Brand Equity in the Age of Sustainability – Haas MBA Research Project Challenges in the New Landscape**



**Ted (Hideto) Okada**

SVP and  
Corporate  
Executive Officer,  
Fujitsu



Ted (Hideto) Okada is a SVP and Corporate Executive Officer at Fujitsu Limited, Japan's leading IT services company. In this role, Ted is responsible for Fujitsu technology strategy, enhancing market awareness of Fujitsu technology excellence, and building relationships with customers and partners interested in deploying Fujitsu technologies for competitive advantage. Ted has more than 30 years of experience in software engineering and executive management, primarily focused on public sector vertical with emphasis on business development with local governments. Ted has been in his current role since April 2021, leveraging his experience in new business planning, co-creation, and commercialization to further market and brand Fujitsu technologies. In December 2021, Ted relocated to the Bay Area with an objective of increasing Fujitsu's recognition as a global technology company and identifying new partners and collaborators from the rich Silicon Valley ecosystem.

5:15pm - 5:45pm

Happenings at Berkeley by Solomon Darwin

5:45pm - 6:15pm

Closing Remarks by Henry Chesbrough

6:15pm - 8:45pm

Networking Reception & Dinner at Faculty Club, Heys Room

9:00pm

Bus Pick-up at Cheit Ln. - Drop-off at Marriott Hotel

7:30am	<p><b>Bus Pick-up at Marriott Hotel (2121 Center St, Berkeley, CA 9470)</b></p>
7:45am - 8:45am	<p><b>Networking Breakfast</b></p>
8:45am - 9:00am	<p><b>Welcome Remarks</b></p> <div style="display: flex; align-items: flex-start;"> <div style="flex: 1;">  <p><b>Toby Stuart</b> Faculty Director, Institute for Business Innovation, UC Berkeley</p>  </div> <div style="flex: 2; padding-left: 20px;"> <p>Toby E. Stuart is the Helzel Chair in Entrepreneurship, Strategy, and Innovation; Faculty Director of the Berkeley-Haas Entrepreneurship Program; Associate Dean for External Affairs; and Faculty Director of the Institute for Business Innovation at the Haas School of Business, UC Berkeley. In 2021, he was also a visiting professor at Harvard. Previously, he has served as: The Charles Edward Wilson Professor at Harvard Business School; The Samberg Professor and Faculty Director of the Lang Center for Entrepreneurship at Columbia University’s Business MODERATOR School; and the Fred Steingraber-A.T. Kearney Professor of Leadership &amp; Strategy at University of Chicago’s Booth School of Business. He received his Ph.D. from the Graduate School of Business, Stanford University. He holds an A.B., summa cum laude, in economics from Carleton College.</p> </div> </div>
9:00am - 9:10am	<p><b>Introduction to Brad Smith &amp; Special Address on Microsoft’s Commitment to Environmental Sustainability</b></p> <div style="display: flex; align-items: flex-start;"> <div style="flex: 1;">  <p><b>Rich Lyons</b> Chief Innovation and Entrepreneurship Officer, UC Berkeley</p> </div> <div style="flex: 2; padding-left: 20px;"> <p>Rich Lyons is UC Berkeley’s Chief Innovation &amp; Entrepreneurship Officer. From 2008 to 2018, he served as dean of UC Berkeley’s Haas School, where he currently holds the William and Janet Cronk Chair in Innovative Leadership. He was acting dean of the Haas School from 2004 to 2005 and executive associate dean from 2005 to 2006. For the two years prior to serving as dean he was the Chief Learning Officer at Goldman Sachs. He received his BS with highest honors from UC Berkeley (business) and PhD from MIT (economics). Before (re)joining Berkeley, Rich was on the faculty at Columbia University for six years. His research and teaching expertise is in international economics and finance and his top applied interest is the how and why of setting strong institutional cultures.</p> </div> </div>
9:10am - 10:10am	<p><b>Keynote: Stewardship and Commitment to Sustainability</b></p> <div style="display: flex; align-items: flex-start;"> <div style="flex: 1;">  <p><b>Brad Smith</b> Vice Chair and President, Microsoft</p>  </div> <div style="flex: 2; padding-left: 20px;"> <p>As Microsoft’s president and vice chair, Brad Smith leads a team of more than 1,700 business, legal and corporate affairs professionals located in 54 countries and operating in more than 120 nations. He plays a key role in spearheading the company’s work on critical issues involving the intersection of technology and society, including cybersecurity, privacy, artificial intelligence, environmental sustainability, human rights, immigration and philanthropy. In his recent bestselling book, coauthored with Microsoft’s Carol Ann Browne, <i>Tools and Weapons: The Promise and the Peril of the Digital Age</i>, Smith urges the tech sector to assume more responsibility and calls for governments to move faster to address the challenges that new technologies are creating. Smith joined Microsoft in 1993, first spending three years in Paris leading the legal and corporate affairs team in Europe. In 2002, he was named Microsoft’s general counsel and spent the following decade leading work to resolve the company’s antitrust controversies with governments around the world and companies across the tech sector.</p> </div> </div>
10:10am - 10:15am	<p><b>Break</b></p>



**Prith Banerjee**

CTO, ASYS



Prith Banerjee is Chief Technology Officer at ANSYS, a leader in engineering simulation. Prior to that, he was CTO of Schneider Electric, CTO of ABB, managing director of R&D at Accenture, and director of HP Labs. Previously he spent 20 years in academia as professor, chairman, and dean at the University of Illinois and Northwestern University. He has founded two companies, AccelChip and Binachip. Banerjee currently serves on the board of directors of Turntide Technologies. He is the author of more than 350 papers and a book titled Innovation Factory. He received a B.Tech. in electronics engineering from the Indian Institute of Technology, Kharagpur, and an M.S. and Ph.D. in electrical engineering from the University of Illinois, Urbana.



**Lila Tretikov**

Deputy Chief Technology Officer, Microsoft



Lila Tretikov is a Deputy Chief Technology Officer and Corporate Vice President at Microsoft Corporation, and is a leading expert on artificial intelligence and business transformation. In her role at Microsoft, she applies a cross-disciplinary approach to creating solutions that address some of the world's most challenging problems and empower humanity through technology. She is host of the soon-to-be-released The Art of Science podcast. Prior to joining Microsoft in 2018, Tretikov served as Senior Vice President of Engie SA, a multinational energy company, and Chief Executive Officer and Vice Chairman of the Terrawatt Initiative, a nonprofit organization launched by Engie and other multinationals with a mission to alter the Earth's ecology through energy transition to CO2-negative systems. She was previously Chief Executive Officer and Executive Director of The Wikimedia Foundation and Wikipedia Endowment, the nonprofit organization that supports Wikipedia. Tretikov attended Moscow State Lomonosov University, where she studied mathematics, and the University of California, Berkeley, where she studied artificial intelligence and visual art.



**Charlie Isaacs**

CTO for Customer Connection, Salesforce



With a BS in electrical and computer engineering from UC Santa Barbara and an MBA from California Lutheran University, Isaacs speaks worldwide about the Internet of Things (IoT) and emerging technology. At Salesforce Isaacs evangelizes and incubates new "art of the actual" projects built on the Salesforce platform. He's been happily married for 40 years with three kids and five grandkids. He volunteers helping underrepresented women in tech.



**Robbie Schingler**

Co-Founder & Chief Strategy Officer at Planet Labs



Robbie Schingler is the co-founder and Chief Strategy Officer (CSO) of Planet. As CSO, Robbie leads the company's long-term strategic trajectory and oversees Planet's Space Systems, corporate development, and special projects functions, including the transition of Planet into a publicly traded Public Benefit Corporation (\$PL). He spearheaded Planet's acquisition of BlackBridge in 2015, Boundless in 2019, and VanderSat in 2021, was managing director of Planet Europe from 2016-2017 and serves on board for Planet Federal and Planet. Prior to Planet, Robbie spent 9 years at NASA, where he helped build the Small Spacecraft Office at NASA Ames and was chief of staff for the Office of the Chief Technologies at NASA headquarters. He received an MBA from Georgetown University and an MS in Space Studies.

12:05pm - 1:20pm

**Networking Lunch**

1:20pm - 1:30pm

**Bus Pick-up to Lawrence Berkeley National Laboratory**

2:00pm - 2:20pm

**Welcome and Overview of Lawrence Berkeley National Laboratory**



**Noél Bakhtian**

Executive Director, Berkeley Lab Energy Storage Center



Noél Bakhtian is the director of the Berkeley Lab Energy Storage Center at Lawrence Berkeley National Laboratory. She has served as the director of the Center for Advanced Energy Studies at Idaho National Laboratory and as a policy advisor for the Office of Science and Technology Policy.



**Michael S. Witherell**

Professor and Director  
Lawrence Berkeley  
National Lab



Michael Witherell is director of Lawrence Berkeley National Laboratory and a professor of physics. Previously he was Vice Chancellor for Research and held the Presidential Chair in Physics at the University of California, Santa Barbara, and before that he was director of Fermi National Accelerator Laboratory (Fermilab). Witherell received his B.S. from the University of Michigan and his Ph.D. in experimental particle physics from the University of Wisconsin. He then served on the faculty at Princeton and at UC Santa Barbara. He won the W. K. H. Panofsky Prize in Experimental Particle Physics from the American Physical Society in 1990 and was elected to the National Academy of Sciences in 1998.

2:20pm - 2:50pm

**Science Talks at Lawrence Berkeley National Laboratory**

2:20pm - 2:50pm

**Simultaneous tours of Advanced Light Source, Molecular Foundry and FLEXLAB**



Aerial photograph of the Advanced Light Source and the surrounding buildings on the Berkeley Lab. Photographer: Thor Swift



Staff members of elected officials tour the Advanced Light Source (ALS) at Lawrence Berkeley National Lab, Berkeley, CA, Photographer: Paul Mueller



Berkeley Lab's Molecular Foundry Nanofabrication Clean Room. Photographer: Roy Kaltschmidt

4:00pm - 4:30pm

**Recap, Takeaways, and Evaluations with Henry Chesbrough**

4:30pm

**Adjourn. Departure from the Lab.**

4:50pm - 5:00pm

**Bus pick-up from Haas School of Business to Marriott Hotel**

**Post-Event: Friday, October 14  
Location: Bay Alliance Ecotarium, Sausalito**

8:00am

**Bus Leaves Marriott Hotel to Bay Alliance Ecotarium**

9:00am - 9:30am

**Introduction by Dr. George Jacob, President & CEO, Bay Ecotarium**



**Dr. George Jacob**

President & CEO,  
Bay Ecotarium



President and CEO of the largest conservation nonprofit group in the Bay Area, he leads the Smithsonian-affiliated Aquarium of the Bay and seven institutions in San Francisco with ongoing projects in Norway, Japan, Jamaica, Cocos Island, and Dubai. In 2018, he unveiled the vision for a \$260 million transformation of the aquarium into the world's first climate and ocean conservation living museum. Founding director of four award-winning museums and 108 stellar museum projects around the world. Dr. Jacob is one of the leading museum thinkers of our times. He is a Commonwealth Scholar and Fellow of the Royal Canadian Geographical Society.

9:30am - 10:15am  
10:15am - 11:00am

**Impact of Industrial Activities on Our Planet: Lessons Learned & a Way Forward for Sustainability**  
**Discussants:**



**Surendra Chawla**

Former Senior  
Director of R&D,  
Goodyear Tire &  
Rubber Company



Surendra Chawla is currently an advisor to Polyester Manufacturing Firms to find environmentally sustainable solutions. Chawla retired from The Goodyear Tire & Rubber Company as a senior director of Global Innovation in 2018 after 40 years of service in different roles and responsibilities. He joined Goodyear 1978 as a senior research engineer in corporate research and rose through The ranks to become the director of corporate research from 2003 to 2008. In 2009, he was given the responsibility to lead the Goodyear Global Open Innovation initiative. In this role he championed the culture of open innovation in Goodyear, continuously exploring, identifying, and internalizing external technologies for transformational growth opportunities.



### Shardul Vikram

SVP and Head of Intelligence and Incubation



Shardul Vikram is the SVP and head of CX Intelligence and Incubation. Prior to his role at SAP, he was the vice president of engineering at Salesforce, where he created and led the activity platform group. The group focused on creating the next generation of conversational intelligence enterprise apps. Vikram worked with a world-class team to create intelligent, performant, secure, reliable, and scalable systems to power relationship and revenue intelligence. Vikram has a keen interest in distributed systems, big data, web security, information retrieval & analysis, and infrastructure engineering



### Latha Vishnubhotla

Chief Platform Officer, Office of the CTO  
Hewlett Packard Enterprise



Latha Vishnubhotla is a Chief Platform Officer in the Office of the CTO, where she serves as the product management leader of the HPE GreenLake Cloud Platform. Latha brings industry experience in engineering, product management, and business development at Cisco, F5 networks, and Palo Alto Networks. She led several product lines from ground zero to \$500M+ businesses. She has a proven track record in leading transformational products/technologies and go-to-market strategies across networking, cloud/datacenter, L4-L7 services, and cybersecurity for enterprise, service provider, and cloud segments.

11:30am - 1:00pm

### CXO's Roundtable: Facilitating Open Innovation Within & Across Firms - Discussion on Use Cases



Amit Kochavi  
Founder & CEO,  
Circles



Amit Kochavi is an Israeli entrepreneur and is the founder & CEO of Circles. Circles helps large organizations/communities empower innovation and foster collaboration around new ideas and challenges. He has been named a Forbes 30 under 30. Kochavi started his career at the age of 14 by launching his first business venture to help his grandmother use a computer. Kochavi is cited as having developed ideas that aim at influencing and changing the matriculation tests that are used to grade students in the Israeli education system. The project intends to garner support from students all over Israel to develop new ideas and alternatives that can then be taken up with the Ministry of Education.

## Members of the Berkeley Innovation Forum

