

7th Annual World Open Innovation Conference

WOIC 2020

December 10 -11, 2020

Virtual Conference is Pacific Standard Time (PST)



7th Annual World Open Innovation Conference

Industry Sessions

Sponsors & Partners

ERICSSON 

 Strategyzer®

TATA CHEMICALS

 Microsoft

 NVIDIA

Ansys

 KORN FERRY®



THE UNIVERSITY
of NORTH CAROLINA
at CHAPEL HILL

 Apollo
HOSPITALS
TOUCHING LIVES

 salesforce

Day 1 - December 10, 2020

Welcome Remarks & Keynotes | Location: Virtual

8:00 am – 8:15 am

Welcome

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

8:15 am – 8:45 am

Keynote Speaker #1

Alexander (Alex) Osterwalder, Co-Founder, Strategyzer

8:45 am – 9:00 am

Networking Break

9:00 am – 10:00 am

Industry Session: The Value of Open Innovation Across Industries

Moderator:

Solomon Darwin, Executive Director, Garwood Center for Corporate Innovation, UC Berkeley

Keynote Speakers:

Mallik Tatipamula, CTO, Ericsson, Chairman, Industry Advisory Board, Garwood Center for Corporate Innovation

Prith Banerjee, CTO, Ansys

Peter Coffee, Head of Open Innovation Research, Salesforce

Piyush Modi, Global Business Development and Strategy, Industrial Sector, Industrial Sector, Nvidia

Hans-Georg von Lewinski, Senior Partner, Korn Ferry

10:00 am – 11:00 am

Parallel Session #1

Industry Session Discussion

Academic Sessions

11:00 am – 11:15 am

Networking Break

11:15 am – 12:15pm

Parallel Session #2

Academic Sessions

12:15 pm – 12:45 pm

Networking Lunch / Dinner

12:45 pm – 1:15 pm

WOIC Academic Award Presentations

Best PhD Student Paper

Best Emerging Scholar Paper

1:15 pm

Virtual Wine Reception and Networking

Day 2 - December 11, 2020

Welcome Remarks & Keynotes | Location : Virtual

8:00 am – 8:15 am

Welcome

Solomon Darwin, Executive Director, Garwood Center for Corporate Innovation, UC Berkeley

8:15 am – 8:45 am

Keynote Speaker #2

Maryann Feldman, Professor, University of North Carolina

8:45 am – 9:00 am

Networking Break

9:00 am – 10:00 am

CEO Industry Session:

“Leveraging Open Innovation for Doing Social Good”

Moderator:

Solomon Darwin, Executive Director, Garwood Center for Corporate Innovation, UC Berkeley

Keynote Speakers:

Preetha Reddy, Vice-Chair, Apollo Hospitals

R. Mukundan, CEO, Tata Chemicals

Lila Tretikov, CTO, Microsoft

Keith Strier, VP, Worldwide AI Nations Initiatives, Nvidia

Charlie Isaacs, CTO, Customer Connections, Salesforce

10:00 am – 11:30 am

Parallel Session #3

Industry Session Discussion

“Meet the Editor” Shark Tank

11:30 am – 11:45 am

Networking Break

11:45 am – 12:30pm

Parallel Sessions #4

Asynchronous Session

12:30 pm – 1:00 pm

Networking Lunch / Dinner

1:00 pm – 1:30 pm

WOIC Industry Awards

1:30 pm

Closing Remarks: Henry Chesbrough and Marcel Bogers

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

Marcel Bogers, Professor of Open & Collaborative Innovation,
Eindhoven University of Technology



Solomon Darwin

Executive Director,
Garwood Center for Corporate Innovation

Open Innovation is no longer an option but a requirement to succeed; this is one thing that our current crisis has taught us. To fully optimize open innovation, it needs to be implemented not only within firms but across industries in a given ecosystem. Based on unsolicited input, many of our member firms are looking for ways to leverage the open innovation potential to expand markets and improve profit margins. Providing the best total product experience to customers requires the interplay of the whole ecosystem. Firms need to instead find ways to collaborate with relevant partners to scale and sustain their business by driving our costs and improving our margins. The new normal requires Open Innovation at work. However, many implementation challenges remain in creating value for all stakeholders across the industries to scale and sustain the ecosystem. The two industry panels are meant to provide learning opportunities to develop, improve, or expand your own Open Innovation ecosystems.

Our first panel of speakers will share their challenges, use cases, learnings, failures, and recommendations on this subject.

Learning Objectives and Takeaways:

- Understanding the current challenges in corporate culture, organizational structures, leadership clashes, and knowledge transfer issues.
- Implementation processes and methodologies based on use cases - Lessons learned from failed cases with possible remedies
- The role of Open Innovation in digital transformation within and across firms - challenges and opportunities

Our second panel will focus on “Leveraging Open Innovation for Doing Social Good” to address basic human needs such as healthcare, education, agriculture, and entrepreneurship. How Open Innovation is currently being employed to accelerate solutions to challenges of poverty, inequality, and the rising gap between the rich and poor?

Learning Objectives and Takeaways:

- Understanding the challenges in healthcare delivery systems and Open Innovation collaborations under experimentation
- Accelerating knowledge distribution, skill, and talent development through digital Open Innovation platforms - challenges and opportunities
- Enhancing sustainability through open and transparent and frictionless platforms in agriculture and recycling waste - challenges and opportunities

Welcome Speaker:



Henry Chesbrough

BerkeleyHaas

Father of Open Innovation,
Faculty Director, Garwood Center for Corporate Innovation
Haas School of Business, UC Berkeley

When Dr. 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 & books.

Keynote Speaker #1:

Topic: "The Invincible Company: How to Constantly Reinvent Your Organization"



Alexander (Alex) Osterwalder

Strategyzer®

Co-Founder, Strategyzer

Dr. Alexander (Alex) Osterwalder is one of the world's most influential innovation experts, a leading author, entrepreneur, and in-demand speaker whose work has changed the way established companies do business and how new ventures get started. Ranked No. 4 of the top 50 management thinkers worldwide, Osterwalder is known for simplifying the strategy development process and turning complex concepts into digestible visual models. Together with Yves Pigneur, he invented the Business Model Canvas, Value Proposition Canvas, and Business Portfolio Map – practical tools that are trusted by millions of business practitioners from leading global companies.

Industry Session: "The Value of Open Innovation Across Industries"



Mallik Tatipamula

ERICSSON 

CTO, Ericsson

Chairman Industry Advisory Board,
Garwood Center for Corporate Innovation

Dr. Mallik Tatipamula briefly highlighted his three decades of experience in telecommunications and engaging in open innovation strategies alongside a close partnership with UC Berkeley. He mentioned that Ericsson has a significant presence in India and is highly interested in engaging with these initiatives, particularly those focused on sustainability.



Piyush Modi

Global Business Development and Strategy,
Industrial Sector, Nvidia



Piyush Modi is responsible for Global Business Development/Strategy for 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 focused on developing business and ecosystem around real time deep learning training/inferencing platforms, architecture and related algorithms for the Industrial use cases spanning inspection, predictive maintenance, video analytics, logistics, automation and Conversational AI. Piyush holds a PhD in Electrical and Computer Engineering (Speech Recognition) from Rutgers, New Jersey, a MS in Computer Science from University of Tennessee, and a B.Tech. in Electrical Engineering from Indian Institute of Technology, Varanasi, India.



Prith Banerjee

CTO, Ansys



Prith Banerjee is Chief Technology Officer at ANSYS, a leader in engineering simulation. In this role, he leads the evolution of ANSYS' technology and champions the company's next phase of innovation and growth. His research interests are in electronic design automation, and parallel computing, and he is the author of about 350 research papers. He has also supervised 37 Ph.D. students. He received a B.Tech. (President's Gold Medalist) 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.



Hans-Georg von Lewinski

Senior Partner, Korn Ferry



As a professional driving business transformation, Hans-Georg enhances shareholder value in Technology organizations by providing the right talent management solutions and creating the culture to sustain this change while transforming business models and aligning to the new paradigm – driven by global consumer, market and digitization trends



Peter Coffee

Head of Open Innovation Research, Salesforce



Peter Coffee, Strategic Advisor for Open Innovation, has been with Salesforce for almost fourteen years. He currently works with stakeholders and Salesforce teams to accelerate digital transformation timelines, addressing both long-term global opportunities and immediate pandemic-response demands. Peter spent eighteen years pre-Salesforce in technology journalism, following ten years in project management and AI applications work in petrochemical and aerospace operations. He has lectured on innovation practices and AI techniques at Stanford, CalTech, Harvard Business School, and the Sloan School of Management at MIT; his current writing often appears at diginomica.com/author/peter-coffee, and his notes on what he's reading on Twitter @petercoffee.

Keynote Speaker #2:

Topic: "Open Science & the Dark Kinase: Inside-Out Innovation in Big Pharma"



Maryann Feldman

Professor, University of North Carolina at Chapel Hill



Maryann P. Feldman is the Heninger Distinguished Professor in the Department of Public Policy at the University of North Carolina, an Adjunct Professor of Finance at Kenan-Flagler Business School and a Research Director at UNC Kenan Institute of Private Enterprise. Her research and teaching interests focus on the areas of innovation, the commercialization of academic research and the factors that promote technological change and economic growth. Dr. Feldman is an editor of the journal, *Research Policy*.

CEO Industry Session: "Leveraging Open Innovation for Doing Social Good"



Lila Tretikov

CTO, Microsoft



Board director, CEO, entrepreneur, and CVP at Microsoft. Lila brings together the best creators, engineers, scientists, designers, ethicists to solve some of the world's most challenging problems and empower humanity through technology. A strategic, customer-centric top executive, she is known for rapid growth. She brings a diverse background of business, technology, design, and policy -- and thrives on building products people truly love.



Preetha Reddy

Vice-Chair, Apollo Hospitals

Preetha Reddy is the Vice Chairperson of the Apollo Hospitals Group, Asia's foremost integrated healthcare provider. Apollo Hospitals is acclaimed as the pioneer of private healthcare in India, and was India's first corporate hospital. She is widely recognized for her contributions in making high quality healthcare accessible to millions across the country. She is known for her support to various entities and industry bodies, working for the betterment of India.



R. Mukundan

CEO, Tata Chemicals

Mr. R. Mukundan, Managing Director & CEO of Tata Chemicals Limited, joined Tata Administrative Service in 1990, after completion of MBA from FMS, Delhi University. He is an Engineer from IIT, Roorkee and an Alumnus of Harvard Business School. During his 30 year career with Tata Group, he has held various responsibilities across the Chemical, Automotive and Hospitality sectors of the Tata Group. He serves on Executive Committees of various industry forums viz. Confederation of Indian Industry, Bombay Chamber of Commerce & Industry, Employers' Federation of India, All India Management Association.



Keith Strier

VP, Worldwide AI Nations Initiatives, Nvidia

Keith is NVIDIA's vice president of worldwide AI initiatives. He leads an initiative called AI Nations, a worldwide program that helps government leaders and stakeholders develop plans to implement AI to advance national priorities and drive economic growth. Keith work with senior leaders across public and private sectors, and in all markets, to help them understand the new art of the possible when AI, GPU-Accelerated Computing, Autonomous Machines and IoT are deployed at scale.



Charlie Isaacs

CTO, Customer Connections, Salesforce,



Charlie Isaacs is responsible for Connecting with Salesforce Customers, helping Companies Connect with their Customers, and helping Customers Connect their Products and Services to Consumers and Businesses. Over the last 5 years, Isaacs has been evangelizing the Internet of Things for Salesforce and has helped incubate dozens of salesforce customers into the world of the Internet of Things. Salesforce has a rapidly growing base of customers who have successfully connected their products and devices to Salesforce: the Business Engine that Drives IoT.

Open Innovation Ecosystem

