



## Innovation... Cultivating a Discipline

November 12<sup>th</sup> & 13<sup>th</sup> at The Hotel Marlowe, Cambridge, MA

Time	Room	Agenda for Wednesday, November 12, 2008	
9:00 to 9:30 AM	Serrano Foyer	Breakfast and Registration	
9:30 to 10:00 AM	Serrano	<b>Welcome, Goals and Objectives</b> <b>Dr. Val Livada</b> , Lecturer, Sloan School of Management	 MIT
10:00 to 11:00 AM	Serrano	<b>Keynote Address</b> <b>Gina Colarelli O'Connor</b> , Associate Professor of Marketing	RPI
11:00 to 12:15 PM	Serrano	<b>Panel 1: Innovation as a Management Discipline</b> <b>Panelists:</b> <b>Dr. Lina M. Echeverria</b> , Vice President and Director, Exploratory Markets and Technologies <b>Helle Warrer Poulsen</b> , Director of Organizational Development and Innovation <b>Rich Wycoff</b> , General Manager New Business Initiatives	Corning Novozymes Intel
12:15-1:15 PM	Serrano Foyer	Lunch	
1:15-2:15 PM	Serrano A Serrano B Serrano C	<b>Breakout Sessions</b> What is an innovation career path? What are the climate drivers to enable strategic innovation? What elements of the innovation system are critical for success?	
2:15-2:45 PM	Serrano Foyer	Networking Break	
2:45-3:45 PM	Serrano	<b>Keynote Address</b> <b>John Reid</b> , Director, Enterprise Technology and Innovation <b>Dave Ehlis</b> , Director, Enterprise Advanced Marketing	Deere & Company Deere & Company
3:45-5:00 PM	Serrano	<b>Panel 2: Corporate Innovation Initiatives</b> <b>Panelists:</b> <b>Todd Loschelder</b> , Director, Platform Innovation <b>Margie Rowe</b> , Director, New Growth Markets <b>Representative</b> <b>Representative</b>	Moen, Inc Moen, Inc Johnson & Johnson Other Corp.
5:00 to 6:00 PM	Serrano A  Serrano B Serrano C	<b>Breakout Sessions</b> Corporate Innovation Initiatives – Should they interface with established business areas? Corporate Strategy – What do you do when a great new idea doesn't fit? Grassroots Innovation Initiatives – Can they work?	



## Innovation... Cultivating a Discipline

6:00-7:30 PM Serrano Foyer

Cocktail Reception

7:30 PM

Dinner at Local Restaurants

Time	Room	Agenda for Thursday, November 13, 2008
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9:00 to 9:30 AM	Serrano Foyer	Continental Breakfast
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9:30 to 10:30 AM	Serrano	<p><b>Keynote Address</b>  <b>Neal Matheson, CTO</b> <span style="float: right;"><b>Unilever</b></span></p>
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10:30 to 11:45 AM	Serrano	<p><b>Panel 3: Can CVC Fuel Your Innovation Engine?</b>  <b>Panelists:</b>  <b>Barbara Dalton, VP</b> <span style="float: right;"><b>Pfizer Ventures</b></span>  <b>Ricardo Angel, Senior VP, Renewables Venture Capital Group</b> <span style="float: right;"><b>GE</b></span>  <b>Jay Reinemann, Corporate Ventures &amp; Strategic Alliances</b> <span style="float: right;"><b>Visa, Inc.</b></span></p>
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11:45 to 12:45 PM	Serrano Foyer	Lunch
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12:45 to 1:45 PM	Serrano A	<p><b>Breakout Sessions</b>  CVC Success: What are the differences between CVC and innovation measurements?  CVC Strategy: How do you align and integrate CVC with organic innovation investments?  CVC Interfaces: How do you leverage key internal alliances and external partnerships for innovation?</p>
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1:45 to 2:15 PM	Serrano Foyer	Networking Break
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2:15 to 2:30 PM	Serrano	<p><b>Lessons Learned</b>  <b>Dr. Val Livada, Lecturer, Sloan School of Management</b> <span style="float: right;"><b>MIT</b></span></p>
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2:30 PM		<b>Symposium Adjourns</b>
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