



Innovation... Cultivating a Discipline

November 12th & 13th at The Hotel Marlowe, Cambridge, MA


Time	Room	Agenda for Wednesday, November 12, 2008
8:30 to 9:00 AM	Serrano Foyer	Breakfast and Registration
9:00 to 9:30 AM	Serrano	<p>Welcome, Goals and Objectives Dr. Val Livada, Lecturer, Sloan School of Management MIT</p> 
9:30 to 10:30 AM	Serrano	<p>Keynote Address Gina Colarelli O'Connor, Associate Professor of Marketing RPI Interviewed by Aaron Lapat, Managing Director, Technology Practice J. Robert Scott</p>
10:30 to 11:45 PM	Serrano	<p>Panel 1: Innovation as a Management Discipline Panelists: Deborah Mills, Director of Early Stage Marketing, Science and Technology Corning Marianne Thellersen, Business Development Director Novozymes Rich Wycoff, General Manager New Business Initiatives Intel</p>
11:45 to 12:45 PM	Serrano Foyer	<p>Lunch: An Interview with Andrew Gaule H-I Network By Phil Giesler Unilever Corporate Ventures</p>
12:45 to 1:45 PM	Serrano A Serrano B Serrano C	<p>Breakout Sessions 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?</p>
1:45 to 2:15 PM	Serrano Foyer	Networking Break
2:15 to 3:15 PM	Serrano	<p>Keynote Address John Reid, Director, Enterprise Technology and Innovation Deere & Company Dave Ehls, Director, Enterprise Advanced Marketing Deere & Company Interviewed by: Bruce Deming, Partner Covington & Burling</p>
3:15 to 4:30 PM	Serrano	<p>Panel 2: Corporate Innovation Initiatives Panelists: Todd Loschelder, Director, New Business Creation Moen, Inc. Judy Riley, Vice President, Industrial Design Moen, Inc. Andrew Schneider, Director, Innovation Initiative Staples, Inc. Elliot Swan, Director of Technology Licensing Raytheon</p>
4:30 to 5:30 PM	Serrano A Serrano B Serrano C	<p>Breakout Sessions 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?</p>



Innovation... Cultivating a Discipline

5:30 to 6:00 PM	Serrano	Key Note Address: Eric von Hippel , Head of the Innovation and Entrepreneurship Group MIT Sloan School of Management
6:00 to 7:30	Serrano Foyer	Cocktail Reception Discussion with Mark Heesen , President, National Venture Capital Association About the Future of CVC with a New President
8:00 PM		Dinner at Local Restaurants

Time Room Agenda for Thursday, November 13, 2008

9:00 to 9:30 AM	Serrano Foyer	Continental Breakfast
9:30 to 10:30 AM	Serrano	Keynote Address Charles Nichols , Managing Director Unilever Corporate Ventures Interviewed by Joan Parsons , Division Manager, Eastern Division Silicon Valley Bank
10:30 to 11:45 AM	Serrano	Panel 3: Can CVC Fuel Your Innovation Engine? Panelists: Barbara Dalton , VP Pfizer Ventures Ricardo Angel , Senior VP, Renewables Venture Capital Group GE Ben Malka , General Partner North Hill Ventures, LP
11:45 to 12:45 PM	Serrano Foyer	Lunch: An Interview with Val Livada MIT Sloan School By Andy Garman , Managing Partner, New Venture Partners
12:45 to 1:45 PM	Serrano A Serrano B Serrano C	Breakout Sessions 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?
1:45 to 2:15 PM	Serrano Foyer	Networking Break
2:15 to 2:30 PM	Serrano	Lessons Learned Dr. Val Livada, Lecturer, Sloan School of Management MIT 
2:30 PM		Symposium Adjourns