

BEI DAY ONE - WEDNESDAY, OCTOBER 17, 2018

- 10:00 **Cultivating the Right Teams to Effectively Drive Execution**
Michael Ackerbauer, Whole Team Evangelist, [IBM](#)
- Stack the Deck : Game On!**
Amy Rossi, Founder, [M&B Rossi Consulting LLC](#)
- 11:15: Break
- 11:45 **Workshop #1 Con'td**
- Workshop #2 Con'td**
- 12:30: Lunch
- 1:30 **Selling Innovation**
Matt Franks, Partner, [Modernist Studio](#)
- Don't Fail Fast, Learn Fast - An Introduction to the Experiment Canvas™**
Braden Kelley, Director, Innovation & Human-Centered Design Services, [Oracle](#)
- 3:00: Afternoon Networking Break
- 3:30 **Ask-the-Experts Roundtables**
These roundtable sessions are designed with you in mind - providing a great opportunity for experts to share how to successfully navigate the back end process. Working in groups of 10 participants, attendees will get advice on how to overcome common issues within innovation and share struggles and lessons learned.
- Alice Chung, P.M.P.** - Sr. Manager, [Genentech](#)
- Jatin Khanpara**, Vice President, Product Management & Technology, [Fiskars Brands, Inc.](#)
- Christine Folck**, Manager, Operational Strategy, [VSP Global/The Shop](#)
- Christopher Bailey**, Innovation Catalyst, [ExxonMobil Global Services](#)
- Kim Bullock**, Innovation & Enablement, [Exxon Mobil Corporation](#)
- Cristin Moran**, Front End Manager, [3M](#)
- Heather Webb**, Innovation Process Leader, [3M Health Care](#)
- Iliya Rybchin**, SVP, Corporate Development & Ventures, [A+E Network](#)
- David Matheson**, CEO & President, [SmartOrg, Inc](#)
- Lorrie Vogel**, Former VP Material Science and Innovation, [Nike](#)
- Karen Tilstra, PhD.** Co-founder & Inventor, [Florida Hospital Innovation Lab, \(FHIL\)](#)
- 4:15 **Welcome Chairperson: - Braden Kelley**, Director, Innovation & Human-Centered Design Services, [Oracle](#)
- 4:25 **KEYNOTE: Workplace Design: Creating an Environment Where Innovation Thrives**
Melissa Steach, Human Factors & Ergonomics Specialist, [Herman Miller](#)

5:00: **BEI OPENING RECEPTION**

6:00 End of Day One

BEI DAY TWO - THURSDAY, OCTOBER 18, 2018

- 9:15 **Welcome Chairperson: Braden Kelley**, Director, Innovation & Human-Centered Design Services, [Oracle](#)
- 9:30 **KEYNOTE: Creative Clarity: Finding Focus in the Midst of Ambiguity**
Jon Kolko, Partner, [Modernist Studio](#)
- 10:15 **KEYNOTE: Reforging DuPont as a Growth Company**
Henry Bryndza, Global Technology Director, [DuPont Safety & Construction](#)
- Richard Miller, III, Ph.D., P.E., PMP**, Global Leader & Project Portfolio Leader in Strategy, Growth, and Ventures, [DuPont Safety & Construction](#)
- 11:00: Morning Break
- 11:30 **KEYNOTE: The Startup Way**
Eric Ries, Entrepreneur & Author New York Times bestseller [The Lean Startup](#)
- 12:15 **Q&A with Eric Ries:** Interview by: **Braden Kelley**, Director, Innovation & Human-Centered Design Services, [Oracle](#)
- 12:45 Lunch



#BEICONF



Wifi network: Unexpected

Password: unexpected

DAY TWO CONTINUES

PIVOTING ON A DIME: STRUCTURE, PROCESS, & FLEXIBILITY

	Therapy Session	Ignitions	GAME ON
1:45	Making Change Happen: Navigating the Corporate Innovation Bottleneck Cristin Moran, Front End Innovation & Agile Commercialization, 3M Healthcare Heather Webb, Front End Innovation and Agile Commercialization Leader, 3M Healthcare	Leading the Charge to Disrupt Your Industry Richard Jupe, Vice President, Innovative Product Development, Altria	How an "Opportunity Cost" Mindset Helps Focus Corporate Innovation Portfolios David Matheson, CEO & President, SmartOrg, Inc
2:45	Fostering Innovation in a Risk-Averse Environment Carla V. Luciani, PhD, Eli Lilly & Co.	Awating session description Iliya Rybchin, SVP, Corporate Development & Ventures, A+E Network	
3:45: Networking Break			
4:15	CASE STUDY: Using Data to Transform Your Strategy Dr. Jonathan Roberts, Chief Innovation Officer, Dotdash	CASE STUDY: Innovation Portfolio Management – Tools & Techniques to Realize Value Michele Vennix, Innovation Program Leader, Dow Chemical Doug Humphreys, VP Business Development, Imaginatik	CASE STUDY: An Entrepreneur's Perspective on Business Modeling and Scaling Gus Valen, Chief Executive Officer & Entrepreneur, The Valen Group
4:45	Afternoon Greeting by Chairperson: Braden Kelley , Director, Innovation & Human-Centered Design Services, Oracle		
4:50	HOT TOPICS The best discussions are had over drinks. Join us as we talk about the hottest topics in the innovation space. How it's affecting the way you do business and your career. Join us for a little bar banter.		
6:00: End of Day Two			

BEI DAY THREE - FRIDAY, OCTOBER 19, 2018

8:45	Welcome Chairperson: Braden Kelley , Director, Innovation & Human-Centered Design Services, Oracle		
9:00	KEYNOTE: The Secrets of a Successful Serial Intrapreneur - Paul Campbell, Chief Innovation Officer, W. L. Gore & Associates		
9:45	KEYNOTE: Driving Culture Change in Large Companies - Alex Goryachev, Managing Director, Cisco		
10:30: Networking Break			
HUSTLE LIKE START-UP: CURATING THE RIGHT CULTURE & TEAM			
	Therapy Session	Ignitions	GAME ON
10:45	Unlocking New Business Models to Deliver Better ROI Xavi Cortadellas, Head of Innovation and Design, Gatorade	The Play Book for Successful Innovation Taylor Dawson, CEO, Giddy, GE Appliances	Igniting a Grassroots Movement of Intrapreneurs Christopher Bailey, Innovation Catalyst, ExxonMobil Kim Bullock, People & Culture Strategist, ExxonMobil
11:45	Turn your company into an Innovation Engine: culture, process, and structure Lorrie Vogel, Former VP Material Science and Innovation, Nike	9 Validation Experiments Using Crowdfunding Gwen Nguyen, VP, Indiegogo Enterprise Services US	
12:45: lunch			
ROI: TURNING IDEAS INTO DOLLARS			
	Therapy Session	GAME ON	
1:45	Driving In-Market Launch Excellence and Maximize Investment Santhi Ramesh, Head of Strategy & Innovation, International, The Hershey Company	The Art of Validating ROI Mike Rehorst, Former Director, Design Thinking, Northwestern Mutual Mark Leung, Director at Rotman DesignWorks, Rotman School of Management	
2:45	Building a Viable Innovation Space Karen Tilstra PhD, Florida Hospital Innovation Lab (FHIL)		
3:45: End of BEI 2018			

MEDIA PARTNERS



SPONSORS & EXHIBITORS

