

***Innovating Through Crisis:
How Are Macro Events Changing Business, and What Can Business Do About Them?***

DAY ONE

TUESDAY DECEMBER 15

Overview and Key Topics: Catalyzing High Impact Innovation through Partnership Ecosystems and the Role of Data Intelligence. Case Examples: Hyperloop Transportation Technologies and the City of San Diego

All Times EST

NOON – 12:15 CONFERENCE OPENING AND OVERVIEW

Chairs: Dr. James Short (SDSC), Professor Lynda Applegate (HBS)

12:15 – 2:00 “Catalyzing High Impact Innovation through Digital Partnership Ecosystems”

Session Lead: Lynda Applegate, Baker Foundation Professor, Harvard Business School
Speakers: Rob Miller, Chief Marketing Officer, Hyperloop Transportation Technologies;
Terri Griffith, Keith Beedie Chair Innovation & Entrepreneurship, Simon Frazier
University; Ann Majchrzak, USC Associates Chair and Professor of Data Sciences and
Operations, USC Marshall School of Business Administration.

2:00 – 2:15 BREAK

2:15 – 3:30 “Data Innovation: From Data Management to Data Intelligence”

Session Lead: Dr. Pieter De Leenheer, Research Fellow, Harvard Business School
Speakers: Mr. Albert Lalaj (Global Data Governance Lead, Walmart), Ms. Simmi
Bhargava (Senior Director, Analytics, Adobe), Mr. Ashish Haruray (Senior Lead, Data
Governance, AXA XL)

3:30-3:45 BREAK

3:45 – 4:15 CLOSING KEYNOTE

Mr. Jonathan Behnke, Chief Information Officer, City of San Diego

4:15 – 4:30 CHAIRS CLOSE

4:30 – 5:30 ONLINE RECEPTION

Hosted by the Blockchain Acceleration Foundation (BAF)
Cameron Davis, President
<https://www.blockchainacceleration.org/>

DAY TWO

WEDNESDAY DECEMBER 16

Overview and Key Topics: A Day of Panel Sessions and Case Examples Discussing Core Technologies and Showing Their Impacts on Business Innovation and Ecosystems. Case Examples: US Patents & Trademark Office, DTE Energy / Vectorform / Powerley

All Times EST

- Noon – 12:30 OPENING KEYNOTE**
Mr. Jamie Holcombe, Chief Information Officer, USPTO
- 12:30 – 12:45 BREAK**
- 12:45 - 2:00 BREAKOUT SESSION ONE**
TRACK 1: BUSINESS & POLICY
TOPIC: BUILDING INNOVATION PLATFORMS AND ECOSYSTEMS
Session Lead: Professor Lynda Applegate (HBS)
Speakers: Kathleen Kennedy, Executive Director, Center for Collective Intelligence, MIT; Manoj Kumar, CEO Powerley; Steve Ambrose, CIO DTE Energy; Jason Vazzano, CEO and Co-Founder, Vectorform
TRACK 2: NEW TECHNOLOGIES (Advances in Core Technologies)
Session Lead: Mr. Steve Orrin (Intel)
Speakers: Mr. Steve Todd (Distinguished Engineer, Dell), Dr. James Meng (UCSD), Dr. Francois Scharffe (Columbia, KGC)
- 2:00 – 2:15 BREAK**
- 2:15 – 3:30 NATIONAL AND REGIONAL AI STRATEGIES: KEY DIFFERENCES AND LIKELIHOOD OF SUCCESS**
Session Lead: Professor Mel Horwitch (CEU ret.)
Speakers: Mr. Steve Orrin (CTO, Intel), Professor Theodoros Evgeniou (INSEAD), Dr. Rebecca Wenjing Lyu (MIT)
- 3:30 – 4:00 LUNCH BREAK (ON WEST COAST 12:15 – 12:45)**
- 4:00 – 5:15 BREAKOUT SESSION TWO**
TRACK 1: BUSINESS & POLICY
Session Leads: Professor Tim Mackey (UCSD), Mr. Raj Patil (CEO, AEEC)
Speakers: Professor Tim Mackey (UCSD), Ms. Dawn Barry (President, LunaPBC), Dr. Satyender Goel (Collibra)
TRACK 2: NEW TECHNOLOGY APPLICATIONS
We hear from SDSC PIs and Industry Partners about new collaborative research.
Session Lead: Dr. James Short (SDSC)
Speakers: Dr. Amit Majumdar (SDSC), Mr. Kalem Sessions (AEEC), Dr. Ilya Zaslavsky (SDSC), Mr. Michael Zentner (SDSC), Dr. James Short (SDSC)
- 5:15 – 5:45 CLOSING KEYNOTE**
Professor and Dean Maj Mirmirani, Embry-Riddle Aeronautical University
- 5:45 – 6:00 CHAIRS CLOSE**

DAY THREE

THURSDAY DECEMBER 17

“Predicting the Future, Inventing the Future”

Overview and Key Topics: Open Data, Data Commons, Invention to Prediction, Looking Ahead: Ethics, Trust and Corporate Responsibility

All Times EST

Noon – 12:15 CHAIRS OPEN

12:15 – 12:45 OPENING KEYNOTE

Professor Jean-Claude Burgelman, Vrije Universiteit and Solvay Business School

12:45 – 2:15 PLENARY PANEL: DATA COMMONS

Session Lead: Dr. Pieter De Leenheer (HBS)

Speakers: Dr. Scott Kahn (LunaPBC), Mr. Lambert Hogenhout (UN),

Dr. Chaitan Baru (NSF), Professor Jean-Claude Burgelman, Vrije Universiteit and Solvay Business School

2:15 – 2:30 BREAK

2:30 – 3:45 PLENARY PANEL: PREDICTING THE FUTURE, INVENTING THE FUTURE

Session Lead: Mr. Barry Rudolph (CEO, Velocidata)

Speakers: Professor Sid Dalal (Columbia), Mr. Steve Orrin (CTO, Intel),

Dr. Naguib Attia (Distinguished Engineer and Vice President, IBM)

3:45 – 4:00 BREAK

4:00 – 5:00 LOOKING AHEAD: ETHICS, TRUST AND CORPORATE RESPONSIBILITY

A Conversation with Professors Lynda Applegate (HBS), Camille Nebecker (UCSD), and Summer Kim (UC Irvine)

5:00 CHAIRS CLOSE