

Agenda

Times	Event	Location
8:00–9:00 AM	Registration and Continental Breakfast	Cronk Gate and Bank of America Forum
9:00–9:15 AM	Opening Remarks by David Vogel and Adam Berman	Andersen Auditorium
9:15–9:45 AM	Keynote Address by Richard K. Lyons, Chief Learning Officer, Goldman Sachs	Andersen Auditorium
9:45–10:00 AM	Remarks by Accenture	Andersen Auditorium
10:00–11:25 AM	PANEL SESSION 1: The Innovation Process: From Ideas to Commercialization Moderator: Sara Beckman Panelists: Jennifer Chatman, Richard Lyons, Jerome Engel, John Freeman, and Rashi Glazer	Andersen Auditorium
11:25–11:40 AM	Break	
11:40–1:05 PM	PANEL SESSION 2: Discovering and Launching New Product Blockbusters Moderator: Rashi Glazer Panelists: David Aaker, Sara Beckman, and Kay-Yut Chen	Andersen Auditorium
1:05–2:20 PM	Lunch	Haas Courtyard and Bank of America Forum
2:20–3:45 PM	PANEL SESSION 3: Breaking Tradition—Driving Growth Moderator: Adam Berman Panelists: Henry Chesbrough, Lee Fleming, John Morgan, and Pablo Spiller	Andersen Auditorium
3:45–4:00 PM	Break	
4:00–5:25 PM	PANEL SESSION 4: Creating Value in a Global Marketplace Moderator: David Vogel Panelists: Raymond Miles, David Mowery, Steven Tadelis, and David Teece	Andersen Auditorium
5:25–5:40 PM	Closing Remarks by Steven Tadelis	Andersen Auditorium
5:40–7:00 PM	Reception	Haas Courtyard and Bank of America Forum