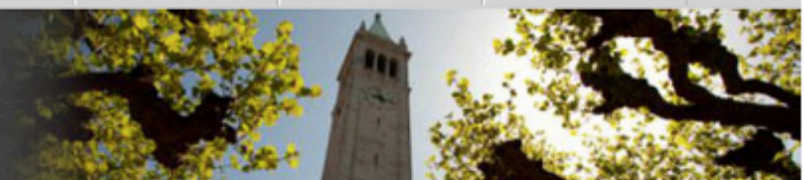




Garwood Center for Corporate Innovation

*for Executives*



## Chief Innovation Officers Roundtable

# Chief Innovation Officer Roundtable

March 27, 2015

Berkeley Haas School of Business

[http://corporateinnovation.berkeley.edu/  
executives/round-table/](http://corporateinnovation.berkeley.edu/executives/round-table/)

# How will knowledge platforms reshape institutions?

PK: What is a platform? → Spohrer: Anything customers (as partners) can build on (Watson)

“we all compete for collaborators.”

“Especially for students and startups (as builders)”

What will students help build by 2030? Transportation: no one drives, driverless cars; Water: Cities recycle 90% of water; Manufacturing: Local again, robotics, 3D printers, recycling as a service; IT: Super smart cities, answer questions that were PhDs work 20 years earlier; Retail: Data-rich social smarts; Finance: Crowd-funding, bye-bye many VCs; Medicine: 3D printed organs, robotic surgery fast, safe; Education: Cognitive sport; Government: Works!!!

Pravin: FedEx Package and Info → Logan: Info/data as new resource → PK: Wisdom?

Darwin: Asset access ← Moran: Entrepreneur++ Uber drivers more ← PK: Uber drivers \$3/hr

“future already here at universities.”

“inspire students to build it better”

“universities integrate faculty+students and industry’s knowledge platforms to create startups.”

Bautista: Tech faster, laws change slowly → Spohrer: Even governance will be faster by 2030

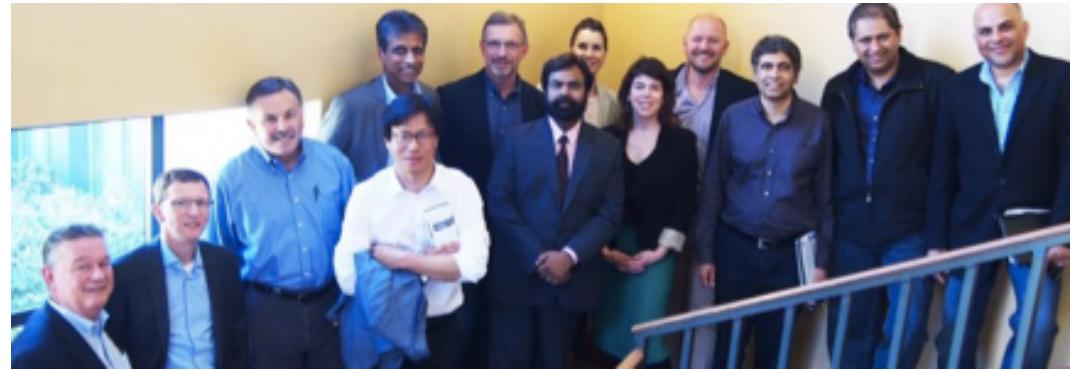
Bautista: Risk tolerance → Iklaq: Growth mindset can be taught; challenge seeking

Sunil: ISSIP.org role professional associations as catalyst for industry & universities innovation

Iklaq - Book: Growth Mindset - <http://mindsetonline.com/whatisit/about/>

Spohrer - presentations: <http://slideshare.net/spohrer> (Holistic Service Systems & Wisdom)

# Attendees



## Confirmed Guests:

PK Agarwal, Former CEO; TiE Global, Former CTO, State of California

Jerry Bautista, VP and General Manager, New Business Initiatives, Intel

John Caldwell, Partner at Grant Thornton International Ltd

Christine Deakin, Chief Strategy Officer, Wells Fargo

Gunso Kim, CIO, Seoul Metropolitan Government

Duncan Logan, Founder and CEO, Rocketspace

J. Christopher Moran, Corp VP, Business Systems & Analytics Group, Applied Materials

Omkaram (Om) Nalamasu, CTO, Applied Materials

Pravin Raj, COO at Cisco Consulting Services

Sunil Kripalani, Vice President, Cisco ; Former CTO, CallMe Corp.

Ikhlaz Sidhu, Founding Director, UC Berkeley's Center for Entrepreneurship & Technology,

Julienne Gherardi, Table Host, UC Berkeley Center for Executive Education

Solomon Darwin, Table Chair, Berkeley-Haas

# Background



**Date and Time:** Friday, March 27th, 2015 @ 12pm – 2pm

**Location:** Dean's Suite (S522) at the Haas School of Business

**Table Topic:** *Knowledge Platforms for Emerging Business Models*

**Guest speaker:** Jim Spohrer, Director of IBM University Programs and Cognitive Institute

IBM Director Global University Programs and Lead of Cognitive Systems Institute.

Pioneering the development of a new field known as service science — the study of service systems, value propositions, and governance mechanisms. Service is the application of knowledge for the benefit of another, and service science includes the study of customer-provider interactions aimed at value-cocreation.

ISSIP.org founding Board Member. ISSIP (Pronounced I-ZIP) links professional associations that promote service innovations for our interconnected world. ISSIP helps innovators become more T-shaped, and Jim's primary depth is in Computer Science, Education, USA.

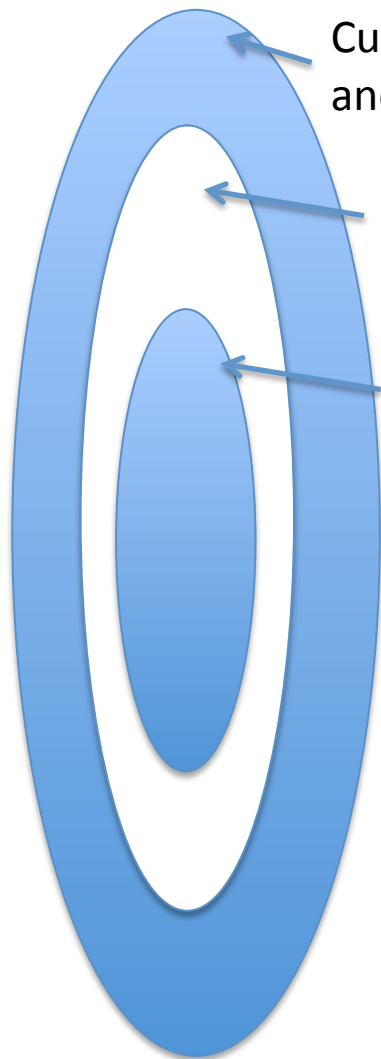
# Backup

- Previous roundtable 12/12/2014

# Attendees

- [Steve Myers](#), CTO, Optum/United Healthcare Group
- [Dr. Jim Spohrer](#), Director Global Univ. Programs, IBM
- [Dr. Mohi Ahmed](#), Director of Open Innovation, Fujitsu
- [Karl Mochel](#), UE Architect, GE Global Research
- [Dharmesh Dubey](#), J&J, Director of Medical Devices
- [Alok Garg](#), Vice President, Cloud at NTT i3
- [Dr. Chenyang Xu](#), General Manager (TTB) at Siemens
- [Kristina Susac](#), Table Host, Berkeley-Haas
- [Solomon Darwin](#), Table Chair, Berkeley-Haas

# How to consistently create new business opportunities?



Culture “Agile and Adaptive”

Mochel (GE): The power of language to create cultural change (book?)

Manage “Self Disruption and Self Reinvention”

Myers (Optum): Manager job rotations and flipping mentors/job roles

Co-Create “New Customers and Employees”

Xu (Siemens): Minimal Viable Ecosystem; Feasibility, scalability, repeatability

“Uncertainty is biggest enemy”

“we like products, services are too hard to design and scale.”

“the purpose of a business is to create new customers”

“video: Circular Economy – products generate service.”

“free, corporate social respon. to co-create new customers”

“perfecting fast fail and fast follow.”

“smart cities: big collaboration opportunity to create new customer”

Books: Collaborative Entrepreneur. Social Physics. Let Go To Grow. Change Your Language and Change Your Culture.