



Garwood Center for Corporate Innovation

for Executives



Chief Innovation Officers Roundtable

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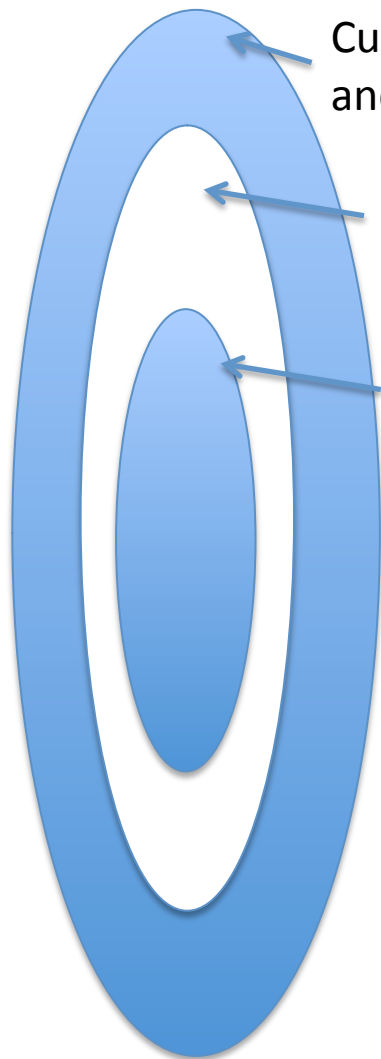
December 12, 2014

Berkeley Haas School of Business

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.