

Berkeley Innovation Forum

Spring 2010

Speaker Information



Henry Chesbrough, PhD, University of California, Berkeley
Executive Director, Center for Open Innovation, Haas School of Business

A popular Haas and MOT professor, Henry Chesbrough is the author of *Open Innovation: The New Imperative for Creating and Profiting from Technology*, published in 2003 by Harvard Business School Press, which was named "One of the Best Business Books of 2003" by *Strategy & Business Magazine*. In December of 2006, Chesbrough's latest book, *Open Business Models: How to Thrive in the New Innovation Landscape* (by Harvard Business School Press) will be published. Prior to joining the Haas faculty in 2003, Henry Chesbrough was a professor for six years at Harvard Business School, teaching the management of technology. He received his Ph.D. from Haas. He also has co-edited a book entitled *Open Innovation: Researching a New Paradigm*, a collection of research on this exciting new approach to R&D.

Before joining academia, he worked for ten years as a senior executive at Quantum Corporation in the disk drive industry. Chesbrough's work examines the management of innovation, with particular attention to new models of industrial R&D, business model innovation, technology spin-offs, licensing in and licensing out technology, corporate entrepreneurship, and corporate venture capital. His academic research has been published in *Research Policy*, *Industrial and Corporate Change*, *Business History Review*, and the *Journal of Evolutionary Economics*. He has also published managerial articles in the *Harvard Business Review*, *California Management Review*, and *Sloan Management Review*. In December of 2003, Chesbrough was recognized by *Scientific American* as one of *The Scientific American 50 for 2003*, for his research on industrial R&D.

Chesbrough has a unique background as both a practitioner and a researcher. He spent ten years in senior product planning and strategic marketing positions in Silicon Valley. Equally at home in product marketing and sales, in engineering and technology, and in academic research, his current work brings all these worlds together.

He holds a B.A. in Economics from Yale University, Summa Cum Laude; an MBA, Stanford University, with Highest Honors and a PhD in Business Administration and Public Policy from UC Berkeley.



Rick Rommel, Senior Vice President, General Manager

Rick Rommel is the senior vice president and general manager of the New Business Solution Group for Best Buy Co., Inc., a multinational retailer of technology and entertainment products and services. In this work, Rommel builds internal and external partnerships to help the company accelerate time to market of new growth opportunities and challenge current business model conventions.

Rommel is known for his ability to incubate and grow business initiatives. Most recently at Best Buy, he led the company's private label business, playing a key role in defining and building out the business in the U.S., Canada and China. Before that, he was vice president/general manager for Best Buy's digital imaging business. In this position, he was responsible for the rapid growth of Best Buy's digital camera business and introduced advanced photo services to the consumer.

Prior to Best Buy, Rommel was director of retail digital systems for Eastman Kodak. In this position, he oversaw Kodak's global strategy for the company's retail kiosk and photofinishing solution businesses. Previous to Kodak, he worked for North Communications as vice president of operations and senior vice president of sales and marketing, where he managed the design, development and operation of kiosk and internet solutions. No stranger to innovation and problem-solving, Rommel also worked as a rocket scientist for the Hughes Space and Communication Company for ten years where he developed ground segment software in addition to developing satellite controls and satellite modeling.

A native of southern California, Rick holds a bachelor's degree in physics and a master's degree in computer science from Loyola Marymount University, Los Angeles. Rick currently lives in the Twin Cities with his wife and their two children.



Dr. Ted Torphy, Johnson & Johnson

Vice President & Head of External Research, Pharmaceuticals Group

In this role he is responsible for building and managing a portfolio of external pharmaceutical R&D collaborations on product and technology opportunities that are of strategic interest to Johnson & Johnson. Before assuming his current role in 2007, Ted was Corporate Vice President & Head of the Corporate Office of Science & Technology, a corporate function that identifies transformational healthcare technologies for all of Johnson & Johnson's business sectors. Ted joined COSAT in 2003 after spending three years at Centocor, the biopharmaceutical arm of J&J, where he was Senior Vice President for Discovery and Preclinical Development. Prior to joining Centocor, he spent 17 years with SmithKline Beecham, most recently as Vice President of Research for the Cardiovascular, Pulmonary and Metabolic Diseases. He is the author of more than 120 journal articles, review articles, book chapters, and patents. He serves on the editorial advisory boards of eight scientific journals, chairs the Board of Directors of the Cystic Fibrosis Therapeutics, Inc., and is a board member of several other non-profit academic, research, greenhouse and venture organizations. Ted holds a B.S. degree in Pharmacy from the University of Wisconsin and a Ph.D. in Pharmacology and Toxicology from West Virginia University. He completed his postdoctoral training at the University of California, San Diego.



Chris Beveridge, Senior Manager, Corporate Positioning, Cisco

Chris manages the Thought Leadership Research and Relationships team in the Office of The President and CEO, John Chambers. He is an 18 year veteran with Cisco, with a background in Network Architecture for Cisco's Service Provider and large Enterprise customers, as well as leading the Global Networkers Conferences for 3 years. Chris' current focus is on the econometric and behavioral impacts of IT on organizations, measuring and creating processes for increased innovation, productivity and alignment by studying and creating tools for more effective and productive teams. Chris is a father of two, grandfather of three, and plays, produces and engineers music and operates a recording studio in his little spare time.



Dr. John C. Tao, Vice President, Open Innovation, Weyerhaeuser

Dr. Tao is currently responsible for crafting Weyerhaeuser's bio-based products portfolio through Early Business /Venture Development, Licensing (in and out), Technology Partnering, Government Contracts, and Intellectual Asset Management. Dr. Tao and his organization also work across Weyerhaeuser's business units to commercialize economically viable innovation. Within Weyerhaeuser, Dr. Tao is affiliated with bio-based products, forest-based feedstock development and supply, bio-based fuels and the economies associated with these technologies. Weyerhaeuser is an \$8 billion integrated Forest Products Company. Prior to joining Weyerhaeuser, Dr. Tao was the Corporate Director of Technology Partnerships for Air Products and Chemicals, Inc., a \$10 billion company headquartered in Allentown, Pennsylvania. He was responsible for worldwide external technology development, Intellectual Asset Management, government contracting and licensing/technology transfer. His contributions in over 30 years included the venture that commercialized a new family of polymers, a JV that the company profited with over \$200MM in invested capital and IP value extraction of over \$100MM in tax credits.

Dr. Tao holds a B.S. in chemical engineering from Carnegie-Mellon University, an M.S. in chemical engineering from the University of Delaware, and a Ph.D. in chemical engineering from Carnegie-Mellon. Dr. Tao is a board member of the Industrial Research Institute and the Lehigh Valley Ben Franklin Technology Partnership, and is a Board member and a Fellow of the American Institute of Chemical Engineers. He serves on the Advisory Committee for the National Science Foundation's IIP/SBIR, and the Advisory Board of the Chem. Eng Dept of Carnegie Mellon University. He is also a member of the Licensing Executive Society and of the Commercial Development and Marketing Association. Dr. Tao has presented and published over 80 papers and holds 9 patents and one pending.



Jonathan Spier, CEO and Co-Founder, NetBase

Jonathan has had a lifelong passion for innovation. He is the co-founder and CEO of NetBase and drives the company's technology vision and business strategy. His leadership has helped the company transition from a small start-up to a world-class software provider that helps solve of the most complex information challenges faced by the Fortune 1000, including five of the top ten CPG companies in the world. Prior to NetBase, Jonathan worked for Ariba, where he managed engineering teams responsible for the core technology underlying the business-to-business e-commerce platform. He also managed key partner relationships. He started his career at Cambridge Technology Partners where he consulted to large organizations helping them formulate and execute on their initial e-commerce infrastructure and fulfillment strategies.

Jonathan holds an MBA with Distinction from the Harvard Business School and a BA in computer science with Honors from UC Berkeley.



Kelly Lauber, Global Director, Sustainable Business Lab, Nike

As a Director of Nike's Sustainable Business & Innovation Lab, Kelly is conducting pioneering research in closed loop systems for Nike as they relate to the sustainability of Nike and adjacent industries along the value-chain.

Kelly sees the challenge as creating a sustainable approach to managing the entire life-cycle of a product for Nike, whereby all material not safely consumed in the use of the product is designed to be valuable input into the same or other processes. Her efforts will be focused on creating breakthrough collaborations that bring new sustainable products and processes, policies that facilitate government support of sustainable practices, and a new understanding of some of the most complicated problems that would lead to creation of new business partnerships and joint ventures.

Kelly holds an MBA from Duke University Fuqua School of Business. Before Nike, she spent 12 years in strategy development and execution with Deloitte Consulting for Fortune 500 companies.