THE FATHER OF DISRUPTIVE INNOVATION

Clay Christensen

is back on the FEI stage and ready to unveil his latest research into innovation models.

CAN’T MISS FOR 2017

HOW STREET GANGS CAN HELP YOU OVERCOME BUREAUCRACY

Antonio Fernandez

Former Head of Latin Kings explores commonalities between driving change within a Fortune 500 company and hacking the culture of criminal organization.

FULL DAY ON PARTNERING WITH STARTUPS

MassChallenge Accelerator

Hosts the hottest startups and Fortune 500 co’s to talk all things partnering.

CHIEF INNOVATION OFFICER SUMMIT

A candid outlook from CIOs at:
Intuit, Avon, Dell, Clorox, Xerox,
IBM, New Jersey Devils,
Transamerica, Brookstone,
USAA, ACT & AARP & more.

DOES YOUR LARGE ORGANIZATION MOVE TO SLOWLY?
THEN YOU’LL SOON BE EXTINCT.

Explore the hottest new business models like LEAN and SPRINT.
FEI FRONT END OF INNOVATION

TRANSFORMING IDEAS INTO MARKET WINNING STRATEGIES

Over the past 15 years, your innovation peers have recognized FEI as an event that fuels the creation of future value.

The 2017 curriculum is designed to push you beyond the idea. FEI takes you through the entire innovation process— from ideation through execution. You get the tips required to create fast, agile & opportunistic innovation teams needed to turn a great idea into a market winning product, service or experience.

What will you bring back to the office after attending FEI?

REAL-WORLD, PRACTICAL APPLICATIONS: The completely immersive experience ensures you return to the office armed with both theory, as well as real-world practical applications. FEI smashes the traditional conference mold by delivering content through diverse learning formats, hands-on prototyping sessions, and roll-up your sleeves business model challenges.

A HIGH-PERFORMANCE PEER NETWORK: You will collaborate with the absolute best in the industry. FEI brings together over 600 innovation senior executives— 85% from the client side (the highest client side at any large industry event). You'll work together with the smartest, most accomplished innovation leaders and come to rely on them throughout the year to help benchmark your innovation challenges.

DIVERSITY OF PERSPECTIVE: An innovator needs to constantly be pushed to look at challenges in new ways. You’ll hear from over 75 speakers, across 15+ industries. Don’t just look to your own industry for inspiration. Fuel productivity with innovation approaches from companies outside your core.

Take a look at the full program throughout this brochure. In the meantime, here are just a few of the standout experiences you can’t miss!

We look forward to seeing you in Boston,

THE FEI TEAM

www.FrontEndofInnovation.com
**FEI PRE-DAY: MONDAY, MAY 8TH**

10:00 am - 5:00 pm *Must pre-register for this activity (see page 19)

**FULL DAY at the MASSCHALLENGE ACCELERATOR**

**De-Risking Open Innovation and Partnering with Startups**

**KEYNOTES and PANELS:**
1. Building Organizational Structures & Internal Advocates to Support External Collaborations
2. Assessing Startups: Normalizing the Potential-to-Risk Ratio
3. Assembling an All-Star External Innovation Network to Uncover the Right Opportunities

**FEI DAY ONE: TUESDAY, MAY 9TH**

**8:45**

**WELCOME: from your FEI 2017 Host**
Mike Maddock, Founding Partner & CEO, Maddock Douglas

**9:00**

**KEYNOTE: Retrospective from the FEI Advisory Board Chair,**
Peter Koen
Peter Koen, Director of the Consortium for Corporate Entrepreneurship, Stevens Institute of Technology

**9:30**

**KEYNOTE: Orientation: Learning to Leverage your FEI Experience-Advice from an Innovation Manager**
Mike Hatrick, Global Head IP Strategy & Portfolio, Volvo Group Trucks Technology

**10:00**

**KEYNOTE: Scaling Up Excellence: Getting More Without Settling for Less**

**10:45**

Morning Networking Break

**10:00**

**TRACK 1 CHIEF INNOVATION OFFICER FORUM**

11:15: Track Welcome

11:30: Disrupt or Die: How Culture, Innovation and Technology are the Critical Elements for Enterprise Innovation Success
Linda Bernardi, formerly IBM

12:15: The Key to Corporate Longevity? Disrupting Yourself
Bharath Kadaba, Intuit

**11:15: TRACK 2 DESIGN THINKING**

11:15: Track Welcome

11:30: Q&A with Keynote Robert Sutton
Robert Sutton, Stanford d.school, Author, Scaling Up Excellence

12:15: Scaling Up Excellence at Capital One
Evelyn Huang, Capital One

**11:15: TRACK 3 CUSTOMER DRIVEN INNOVATION**

11:15: Track Welcome

11:30: Customer Driven Innovation at UnitedHealthcare
Mark Jones, UHC

12:15: A Long Journey on the Fast Road
Eliot Roth, Consumer Insights

**11:15: TRACK 4 SPARKING CULTURE CHANGE**

11:15: SciFutures Welcome

11:30: WORKSHOP/DISSERT SESSION
Breaking Through: How to Overcome Obstacles to Innovation at Large, Traditional Companies
Marty Yudkoffitz, Disney

**11:15: TRACK 5 GROWTH STRATEGY**

11:15: BrandJuice Welcome

11:30: WORKSHOP/DISSERT SESSION
Achieving Real Impact — and Communicating It
Brian Tilzer, CVS Health
Mona Vernon, Thomson Reuters Labs
Robert Urban, Johnson & Johnson Innovation
Scott Kirsner, Innovation Leader

**11:15: TRACK 6 BUSINESS MODEL INNOVATION**

11:15: Track Welcome

11:30: WORKSHOP/DISSERT SESSION
Lean Startup in Large Enterprises (aka How to Achieve Success in Breakthrough Innovations)
Peter Koen, Stevens Institute of Technology

**2:15-3:45:** FIELD TRIP to SAM ADAMS BREWERY: Annette Fritsch, Director of Research and Product Innovation, Boston Beer Company

2:15: PANEL: Why Innovation Should Never be Considered "Everyone’s Job"
Lauren van Heerden, Brookstone
Zach Gipson, USAA
Maddock Douglas

3:00: Designing for Sustainable Innovation - A Tale of Integration and Persuasion
Maddock Douglas, ACT

**1:00:** Lunch

**2:15:** WORKSHOP/DISSERT SESSION
FEI 2017 - Help us Beat Cancer Sooner
Zoe Regent, Cancer.org

2:15: Designing for Sustainable Innovation - A Tale of Integration and Persuasion
Maddock Douglas, ACT

3:00: Using Design Thinking to Unlock Nascent Innovation Opportunities
Erica Eden, PepsiCo

3:00: Attributes of World Class Leaders – Lessons from GE Crotonville
Bob Cancalosi, GE Corporate

**3:00:** WORKSHOP/DISSERT SESSION
Transforming Innovation Capability to Fuel Growth
David Thomas, Mars Incorporated

3:00: Unlearning Innovation: The Reliance Way
Sushil Borde, Reliance Industries Limited

**3:45:** Afternoon Networking Break

**4:15**

**CLOSING KEYNOTE: Play Bigger: How to Design Your Market Category and Win**
Chris Lochhead, Author, Play Bigger: How Pirates, Dreamers, and Innovators Create and Dominate Markets, Co-Founding Partner, Play Bigger Advisors

**5:00**

**Wrap Up and Key Take-Aways**
Mike Maddock, Founding Partner & CEO, Maddock Douglas

**5:15:** Opening Night Cocktail Reception
FEI DAY TWO: WEDNESDAY, MAY 10TH

8:45 WELCOME: from your FEI 2017 Host
Mike Maddock, Founding Partner & CEO, Maddock Douglas
9:00 KEYNOTE: Competing Against Luck: Do You Know What Jobs Your Customers Are Hiring You to Do?
Clayton Christensen, Professor, Harvard Business School, Father of Disruptive Innovation, Author, The Innovator’s Dilemma and Competing Against Luck: The Story of Innovation and Customer Choice
9:40 Clay Christensen Fireside Chat
Clay Christensen & Dave Duncan, Co-Authors, Competing Against Luck: The Story of Innovation and Customer Choice

10:00 KEYNOTE: Leadership Lessons from the Street: Commonalities Between Hacking the Culture of Criminal Organization & Fortune 500 Companies
Antonio Fernandez-aka “King Tone”- former leader of the Latin Kings (NYC Hispanic Street Gang)
10:40 Morning Networking Break
10:45 FEI TOWN HALL: What Exponential Innovation Means for Corporate Innovators
Aaron Proietti, former Head of Transamericamarketing Innovation Lab, former Chief Customer Advocate, Transamerica

6 CONCURRENT BREAK-OUT TRACKS

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<thead>
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| 11:15: New Avon, a 130-Year Old, $1B Start-Up – Reinventing an Iconic Brand
Helene Rutledge | 11:15: The Power Behind Empathy and Storytelling
Tim Urmston, Seek | 11:15: Unleashing Innovation: Corporate Activism
Celine Schlüninger, Sanofi Pasteur | 11:15: Sprint Approach for Disrupting 104 Yr Old Company
Keri Stephens, The Garage Group
Vera Harrington, Liberty Mutual |
| 12:00: The Business of Creativity
Daniel Cherry II, New Jersey Devils & Prudential Center | 12:00: What Comes after Human Centered Design?
Dave Weissburg, FidelityLabs | 12:00: Get Involved
Contact Liz Hinkis at elizabeth.hinkis@Knect365.com or 646-616-7627. | 12:00: Using Science Fiction for a Competitive Advantage
Ari Popper, Scifutures |
| 12:15: Lunch |

2:00-3:30: FIELD TRIP to IDEO CAMBRIDGE: How Design Can Drive New Ventures

3:00-4:30: FIELD TRIP to SUPERPEDESTRIAN: Design and Engineering Collaboration: Across Disciplines and Across Technologies

4:00: CLOSING KEYNOTE: Innovation and the Longevity Economy
Joseph Coughlin, Founder and Director, MIT AgeLab
4:45: Wrap Up and Key Take-Aways
Mike Maddock, Founding Partner & CEO, Maddock Douglas

5:00: Opening Night Cocktail Reception

FEI DAY THREE: THURSDAY, MAY 11TH

8:45 WELCOME: from your FEI 2017 Host
Mike Maddock, Founding Partner & CEO, Maddock Douglas
9:45 KEYNOTE: Setting Constraints, Ignoring Experts & Embracing Self-Doubt
Tony Fadell, Founder and Former CEO of Nest, Former SVP of Apple’s iPod Division and Advisor to the CEO
10:40 Morning Networking Break

12:30: Lunch

1:45 KEYNOTE: Using Open to Solve Wicked Problems (and Overcoming Resistance in the Process)
Hila Lifshitz, Profession of Information, Operations and Management Sciences, NYU Stern

2:15 KEYNOTE: Marijuana is the Future of Tobacco
Alan Gertner, Co-Founder & CEO, Tokyo Smoke

2:45: Wrap Up and Close of FEI 2017

To Register Call: 1.888.670.8200   Email: Register@Knect365.com
WEDNESDAY, MAY 10th, 3:00-4:30
**SUPERPEDESTRIAN**
*Limited to 30 people

**Design and Engineering Collaboration: Across Disciplines and Across Technologies**
Assaf Biderman, Associate Director, MIT SENSEable City Lab, Founder, Superpedestrian

Superpedestrian is a venture-backed company founded in late 2012 by Assaf Biderman, Associate Director of MIT’s SENSEable City Lab. They seek to provide new forms of human-powered mobility for cities. Ultimately, their vision is to offer improved quality of living to everybody. Their diverse team is developing lightweight electric vehicles with integrated online platforms, finding new ways to connect people with their environment. The Copenhagen Wheel was initially developed at MIT’s SENSEable City Lab as a research project, sponsored by the Mayor of Copenhagen. Come visit their renovated studio down the street from MIT, where the design and engineering team collaborates across disciplines and technologies- from the back of a napkin to state-of-the-art CNC milling machines and 3D printers.

WEDNESDAY, MAY 10th, 2:00-3:30
**IDEO CAMBRIDGE**
*Limited to 40 people

**How Design Can Drive New Ventures**
Katherine Londergan, Portfolio Director, IDEO Cambridge

Be one of the first to visit the new IDEO Cambridge office, located in the innovation epicenter of Cambridge, Massachusetts. The studio acts as a catalyst and convener of creative forces pushing the edges of what’s next, in greater Boston and beyond. Grounded in a holistic approach, IDEO has usurped corporate R&D by using venture design to identify, create, and launch products, brands, services, spaces, and experiences that create new opportunities for growth. Tour this newly designed space all while understanding how design can be influential in launching new business and brands for large corporations.

FIDELITY LABS
*Limited to 40 people

**Accelerating Innovation at Fidelity Labs**
Richard Smyers, Vice President, Accelerated Innovation, Fidelity Investments
Ken Zolot, Founder, Innovation Teams Initiative, MIT Center for Tech Innovation, MIT

The scientists and researchers at Fidelity Labs (the R&D unit of Fidelity Investments, also known as the Fidelity Center for Applied Technology) innovate with technology to give people access to the tools they need to empower their lives. For over 15 years, they have worked to identify and explore hundreds of emerging technologies, while using design thinking and a lean start-up mentality in collaboration with customers to incubate new products, services and even businesses. Tour the Fidelity Labs facilities and hear a session to convey learning in practice.
TUESDAY, MAY 9th, 2:15-3:45

SAM ADAMS BREWERY
*Limited to 40 people

Organized Chaos: Using Rapid Prototyping Techniques & Experiment Design to Quickly Create Market Winning Products
Annette Fritsch, Director of Research and Product Innovation, Boston Beer Company

Over the last five years, the Product Innovation group at Boston Beer has increased the amount of product development 10 fold. We develop for Samuel Adams, Angry Orchard Cider, Twisted Tea, and several other brands. The beer market is highly competitive. Before lunch, a new brewery will open every day. This means that our speed to market is essential. The goal of the R&D Team is to develop the best beer, tea, or cider in the least amount of time with limited resources. Sound familiar? Come and tour our R&D brewery and learn what techniques we use to build new products, including experimental designs and sensory testing.

10:00 AM - 5:00 PM
FULL DAY AT THE MASS CHALLENGE ACCELERATOR

NOTE: YOU MUST REGISTER SEPARATELY FOR THIS SESSION. PLEASE SEE PRICING ON PG 19.

De-Risking Open Innovation and Partnering with Startups

The innovation function at large corporations is by nature fast-moving and volatile, building and executing initiatives and new processes to foster new ideas internally and collaborate with innovators from outside the four walls. However, the bureaucracy and conservative thinking that plagues large corporations often filters into innovation teams, the very units that were built to combat the issue. This day will center around strategies for open innovation leaders to de-risk external collaborations and usher in more efficient pathways into their core organizations.

♦ KEYNOTES AND PANELS
1. Building Organizational Structures and Internal Advocates to Support External Collaborations
2. Assessing Startups: Normalizing the Potential-to-Risk Ratio
3. Assembling an All-Star External Innovation Network to Uncover the Right Opportunities

♦ ACTIVITIES
1. Board for a Day: Corporate innovation executives are paired with high growth startups, acting as a member of their board of directors for a day. The groups drill down into business strategy, funding, go-to-market, marketing, operations, and partnerships. This activity allows the innovation executives to get an intimate view of the entrepreneur mindset to better prepare them to interact with innovators going forward.
2. Hack-a-Partnership Competition
3. Late Afternoon Startup Showcase and Networking Reception

♦ ABOUT MASSCHALLENGE:
MassChallenge accelerates over 300 startups per year across accelerators in Boston, London, Jerusalem, Geneva and Mexico City. The most startup-friendly accelerator, MassChallenge is a not-for-profit that takes no equity and places no restriction on entrepreneurs. They provide startups with the access and resources they need to succeed—from free office space to mentoring, workshops and global network access.

To Register Call: 1.888.670.8200   Email: Register@Knect365.com

NOTE:
Field trips have limited capacity. They WILL SELL OUT and are on a first come, first serve basis.
8:45  **Chair Welcome:**
Welcome from your FEI 2017 Host
Mike Maddock, Founding Partner & CEO, Maddock Douglas

Meet Your Host for the Next Three Days: Mike is the founding partner of Maddock Douglas, 3-2-1-Launch!, McGuffin Creative Group and Ringleader Ventures. He is featured innovation columnist for Bloomberg Businessweek and Forbes; co-author of the books *Free the Idea Monkey, Brand New: Solving the Innovation Paradox,* and *Flirting With the Uninterested—Innovating in a "Sold, Not Bought" Category.* He is the co-chairman of Entrepreneurial Conclave and Gathering of Titans. Mike is known for his ability to engage audiences, isolate key points and deliver significant takeaway value that both inspires and empowers innovation.

9:00  **Retrospective from the FEI Advisory Board Chair, Peter Koen**

Peter Koen, Director of the Consortium for Corporate Entrepreneurship, Stevens Institute of Technology

9:30  **Orientation: Learning to Leverage your FEI Experience - Advice from an Innovation Manager**
Mike Hattrick, Global Head IP Strategy & Portfolio, Volvo Group Trucks Technology

Innovation is a hot topic these days in many organizations. Most conclude that they need to build an innovation initiative and have an innovation manager to run it. But what sort of a person is that and where do you find them? From what part of the company and what career path does an innovation manager take? In 2007 Mike Hattrick found himself pondering exactly these questions. He had the job not only to create the innovation initiative but to run it as the innovation manager and was pretty unsure how to start. Ten years and four organizations later he will share the experience of how did it, including the critical role played by innovation conferences and by becoming part of the global innovation network.

10:00  **Scaling Up Excellence: Getting to More Without Settling for Less**

Robert Sutton spent the last decade working to uncover how the best leaders and organizations spread excellence: from people and places that have it, to those that don’t. Sutton shows how the fate of every organization depends on building or finding pockets of exemplary performance, and—more importantly—how to spread those splendid deeds from the few to the many. Scaling well requires more than just creating a big footprint in a small amount of time—it entails developing, spreading, and preserving the right shared beliefs about which behaviors are “sacred” and which “taboo”. He shares lessons and principles that can be applied to organizations of every size and stripe: including that scaling is a problem of more and less, the power of linking hot causes to cool solutions, cut cognitive load while maintaining necessary organizational complexity, connect pockets of existing excellence and cascade them to new places, and bad is stronger than good. He ends by arguing that, under even the best conditions, scaling is always a messy and uncertain process.

4:15  **Play Bigger: How to Design Your Market Category and Win**
Chris Lochhead, Author, *Play Bigger: How Pirates, Dreamers, and Innovators Create and Dominate Markets,* Co-Founding Partner, Play Bigger Advisors

Winning today isn’t about beating the competition at the old game. It’s about inventing a whole new game—defining a new market category, developing it, and dominating it over time. You can’t build a legendary company without building a legendary category. If you think that having the best product is all it takes to win, you’re going to lose. In this farsighted talk, co-author of Harper Collins’ best seller “Play Bigger” relies on experience, data analysis and interviews to understand the inner workings of “category kings”—companies such as Amazon, Salesforce, UFC, Uber, and IKEA—that give us new ways of living, thinking or doing business, often solving problems we didn’t know we had. By applying the discipline of category design, companies can create new demand where none existed, conditioning customers’ brains so they change their expectations and buying habits.

5:00  **Wrap Up and Key Take-Aways**
Mike Maddock, Founding Partner & CEO, Maddock Douglas

Winning today isn’t about beating the competition at the old game. It’s about inventing a whole new game—defining a new market category, developing it, and dominating it over time. You can’t build a legendary company without building a legendary category. If you think that having the best product is all it takes to win, you’re going to lose. In this farsighted talk, co-author of Harper Collins’ best seller “Play Bigger” relies on experience, data analysis and interviews to understand the inner workings of “category kings”—companies such as Amazon, Salesforce, UFC, Uber, and IKEA—that give us new ways of living, thinking or doing business, often solving problems we didn’t know we had. By applying the discipline of category design, companies can create new demand where none existed, conditioning customers’ brains so they change their expectations and buying habits.
they create systematic innovation programs that the role of today's Chief Innovation Officer, how direction, leadership, and accountability must does not – allow for the pursuit of company-wide successful organizations realize that innovation job, in reality it's not. When push comes to shove, and stories of innovations making a direct uses to implement cutting-edge innovation landscape? New products are added to sell in portfolios but why is integration such a challenge?

11:30: Disrupt or Die: How Culture, Innovation and Technology are the Critical Elements for Enterprise Innovation Success
Linda Bernardi, Former CIO for IoT, Cloud, Cognitive, IBM

More than ever, enterprises are under threat and pressure to innovate. Boundaries have been removed AND it is no longer acceptable to just be ONE kind of company. Share a provocative look at key players in an enterprise including: Culture, Innovation and Technology to start answering this question. We also know that desperate moves such as large scale acquisitions are not the best solution. Do acquisitions impact the culture of the acquirer? The Innovation landscape? New products are added to sell in portfolios but why is integration such a challenge?

12:15: The Key to Corporate Longevity? Disrupting Yourself
Bharath Kadaba, Chief Innovation Officer, Intuit

How do you weather three decades of technology changes, fend off numerous advances from up-and-coming startups as well as established industry leaders? For Bharath Kadaba, the answer is simple, you must disrupt yourself in order to avoid being disrupted. Hear how Intuit disrupts itself, the four-part strategy Intuit uses to implement cutting-edge innovation and stories of innovations making a direct impact on the bottom line.

12:15: Scaling Up Excellence at Capital One
Evelyn Huang, VP of Design Thinking and Strategy, Capital One

Capital One has transformed from a culture where analytics reigned high to one where human needs now weigh in equally. Huang joined the organization when Design did not exist and she has led the transformation to design thinking being embraced as one of the key ways the company works. Flash back through key decision points, relationships with other teams, influence even without authority, and the balance of skillsets and mindsets.

2:15: The Counterintuitive Magic of Specificity
Ron Voigt, President, X-Rite Pantone

For designers, ensuring that a creative vision comes to life as originally imagined can be a challenge. Learn how getting specific early on helps you generate momentum, accelerate time to market, maximizes your creativity, and gives you confidence that your design vision will be faithfully produced... the first time and every time.

3:00: Using Design Thinking to UnLock Nascent Innovation Opportunities
Erica Eden, Director, Global Design Innovation, PepsiCo

Erica is a strategic thinker—helping companies innovate for women by understanding what to make; why it matters; and how to connect with design. She champions a defined set of methodologies based on empathy, collaboration and visualization to drive high-confidence decision making and deliver business equity and revenue. Erica leads in-house and external teams to translate long term innovation priorities into concepts - new products, services, and brand experiences - that are globally relevant, prove meaningful to consumers, and transform PepsiCo beyond its core.
A real world application of what Bob has seen

Strategic Innovation Group

Business Innovation, Marty Yudkovitz, Retired Head of Strategic Companies

Means Empowering Employees

Strategy and Programs, Ari Popper, Founder & CEO, also C-suite. Along with "co-conspirators from is the world going with leadership in terms of lean startup principles where all employees are encouraged to tap into their own passions and motivations, form diverse teams and co-innovate disruptive solutions. Share best practices from experiences in both internal innovation disruptions and in overseeing the company's external ecosystem of entrepreneurs.

True cultural transformation now requires a disruptor to mobilize a companywide grassroots movement. It must be ignited from within, but also C-suite. Along with "co-conspirators" from multiple functions, the disruption should reinforce lean startup principles where all employees are encouraged to tap into their own passions and motivations, form diverse teams and co-innovate disruptive solutions. Share best practices from experiences in both internal innovation disruptions and in overseeing the company's external ecosystem of entrepreneurs.

While every organization faces a set of unique challenges when it comes to innovation, there is a common foe that all large organizations face: overcoming innovation inertia. It's easy to hear small startups talk about the importance of failing fast and pivoting quickly. But the reality for large organizations is that bureaucracy often rules out and there are a series of obstacles to overcome: company politics, near-term P&L pressures, business units that may not be aligned, etc. This workshop will focus on creating some method to break through the boundaries to pushing an idea forward. From small guerilla groups, to relationship building, to engendering C-Level buy-in, you'll work together to create practical solutions and approaches to overcome these barriers to innovation.

Breaking Through: How to Overcome Obstacles to Innovation at Large, Traditional Companies

Marty Yudkovitz, Retired Head of Strategic Business Innovation, Disney

While every organization faces a set of unique challenges when it comes to innovation, there is a common foe that all large organizations face: overcoming innovation inertia. It's easy to hear small startups talk about the importance of failing fast and pivoting quickly. But the reality for large organizations is that bureaucracy often rules out and there are a series of obstacles to overcome: company politics, near-term P&L pressures, business units that may not be aligned, etc. This workshop will focus on creating some method to break through the boundaries to pushing an idea forward. From small guerilla groups, to relationship building, to engendering C-Level buy-in, you'll work together to create practical solutions and approaches to overcome these barriers to innovation.

1:00 Lunch in the Innovation Pavilion

2:15 Disrupt Yourself First – True Innovation Means Empowering Employees

Alex Goryachev, Senior Director, Innovation Strategy and Programs, Cisco Corporate Strategic Innovation Group

True cultural transformation now requires a disruptor to mobilize a companywide grassroots movement. It must be ignited from within, but also C-suite. Along with “co-conspirators” from multiple functions, the disruption should reinforce lean startup principles where all employees are encouraged to tap into their own passions and motivations, form diverse teams and co-innovate disruptive solutions. Share best practices from experiences in both internal innovation disruptions and in overseeing the company’s external ecosystem of entrepreneurs.

2:15 Growth Strategy at Zipcar

Adrian Albus, Director, Business Innovation & Strategy, Zipcar

Adrian leads Zipcar’s Strategy team, responsible for identifying growth vectors and building new businesses within Zipcar’s mobility portfolio in the Americas. Direct responsibilities span from corporate level strategic planning to operating new ventures along the path to product/market fit. With the goal of “test->learn->iterate” on business model dimensions until eventual handoff to business teams to scale the new venture. Visit website for up to date session details.

3:00: Attributes of World Class Leaders – Lessons from GE Crotonville

Bob Cancalosi, Director of Customer Leadership Education, GE Corporate

Cancalosi leads a global organization of Regional Directors who provide GE’s Leadership knowledge & expertise to GE’s most strategic customers. Focus on nine leadership attributes from the best leaders in the world: Key learnings from 41 journals of global leadership observations; A call to action of what you will do differently to make an impact in the world - the 9:41:1 model; Where is the world going with leadership in terms of globalization, simplification and digitization; and A real world application of what Bob has seen himself in 30 years of helping leaders.

3:00: Transforming Innovation Capability to Fuel Growth

David Thomas, Global Program Director, Corporate R&D (Innovation), Mars Incorporated

Often organizations focus on targeting specific aspects of innovation but very few standalone initiatives stand the test of time. By approaching innovation as a critical process within the product lifecycle and using an holistic approach that successfully integrates process, tools, training, systems and governance practitioners can achieve a much more significant and sustainable outcome. Learn how to establish and engage "bottom up" communities to drive the effort and work through to completion; and Insights into the crucial role of communication.

3:00: Unlearning Innovation: The Reliance Way

Sushil Borde, Vice President, Innovation, Reliance Industries Limited

It is innovation that transformed Reliance from a small textile trading firm into India's largest private sector enterprise and a Fortune 500 company. Reliance has reinvented businesses by challenging conventional wisdom and it has disrupted business models to deliver superior results. Reliance has deployed an unprecedented innovation agenda and is pioneering a distinctive organizational innovation model. The company's five tenets of innovation will give the audience a new perspective on innovation-led exponential growth. Share the unique Reliance way of innovation that has made it one of the most innovative companies in the world.

To Register Call: 1.888.670.8200 Email: Register@KNect365.com
9:00 **Chair Welcome:** Welcome from your FEI 2017 Host

Mike Maddock, Founding Partner & CEO, Maddock Douglas

9:15 **Competing Against Luck: Do You Know What Jobs Your Customers are Hiring You to Do?**

Clayton Christensen, Professor, Harvard Business School, Father of Disruptive Innovation, Best-Selling Author, *The Innovator's Dilemma* and *Competing Against Luck: The Story of Innovation and Customer Choice*

Year after year, we collectively spend hundreds of billions of dollars developing new products and services in the hope that they will succeed. And, year after year, we find that most of these efforts fail. For many managers, successful innovation is essentially a matter of luck. But it doesn't need to be that way, says Clay Christensen. The key is understanding why our customers make the choices they make. As Christensen and his co-authors explore in their new book, *Competing Against Luck*, customers don't buy products and services. They hire them to do a job. And knowing the job brings order and predictability to the swirl of innovation. Don't leave innovation to chance, urges Christensen. As he discusses, Jobs to be Done isn't innovation jargon; it's based on his rigorously researched theory that explains what causes customers to do what they do. This causal mechanism is that every day, jobs arise in their lives that they need to resolve. He describes how managers can learn what these jobs are, and how they might develop a product that nails them well. Once you understand this, he shows, developing exciting new innovations becomes quite predictable.

10:00 **Clay Christensen Fireside Chat**

David S. Duncan, Co-Author of *Competing Against Luck* engages Christensen in a fireside chat to get more in depth on why innovation is so prone to failure. One big reason is the lack of an effective lens for understanding what drives customers to pull new solutions into their lives. They'll explore key tenets that can be institutionalized in your organization to create enduring competitive advantage

10:20 **Leadership Lessons from the Street: Commanalities Between Hacking the Culture of Criminal Organization and Fortune 500 Companies**

Antonio Fernandez- aka "King Tone"- former leader of the Latin Kings (NYC Hispanic Street Gang)

What parallels can be drawn between managing a street gang or ordering a "hit" and managing an innovation team and "killing" a good idea. Explore some of these commonalities from someone who lived them. Antonio Fernandez, aka "King Tone"- the former leader of the Latin Kings Hispanic street gang- explores underground leadership, creativity, innovation, and the art of hustle. What can innovation directors and entrepreneurs learn from drug dealers about overcoming bureaucracies and entrenched power systems? What can black market innovators teach entrepreneurs and intrapreneurs about pushing your idea forward. What commonalities do we see between driving change within a Fortune 500 company and hacking the culture of criminal organizations? What leadership lessons from the underground can we apply to formal institutions?

4:00 **Innovation and the Longevity Economy**

Joseph Coughlin, Founder and Director, MIT AgeLab

Joseph F. Coughlin, PhD is founder and Director of the Massachusetts Institute of Technology AgeLab. He teaches in MIT’s Department of Urban Studies & Planning and the Sloan School’s Advanced Management Program. Coughlin conducts research, speaks and consults on the impact of global demographic change and technology trends on consumer behavior, business innovation & public policy. He produces the online publication Disruptive Demographics and contributes to Wall Street Journal, MarketWatch. Please visit the website at www.FrontEndofInnovation.com for up to date details on this session.

4:45 **Day Two Wrap Up & Key Takeaways**

Mike Maddock, Founding Partner & CEO, Maddock Douglas
11:15: New Avon, a 130-year Old $1B Start-Up – Reinventing an Iconic Brand
Helene Rutledge, Chief Innovation Officer, New Avon
Avon was one of the original social networks for women, long before digital even arrived. Today New Avon, the North American private-equity funded company that separated from Avon Products Inc in March 2016, has reconnected with its entrepreneurial roots to innovate the social selling experience for the future. In her newly created role, Rutledge rethinks innovations for today’s Representatives and consumers. Share insight into leveraging a scalable, asset-light virtual organization to connect & reinvent one of America’s iconic brands.

12:00: The Business of Creativity: Lessons Learned from Both Sides of the Brief
Daniel Cherry III, Chief Marketing & Innovation Officer, New Jersey Devils & Prudential Center
Simply having a great idea is not enough. The ideas must deliver concrete, tangible business results...or else. They must be solutions. Great Business solutions come from Experience Over Theory. The Business of Creativity conversation will outline the thought processes that inspire & inform business-building ideas; it will identify practical approaches for avoiding mediocrity and achieving the full business potential of any idea; it will also define clear evaluation criteria for ensuring your ideas go beyond ad industry award recognition to full, in-market business success.

12:00: PANEL: Confessions of a Former CIO
Aaron Projetti, former Chief Innovation Officer, Transamerica
Denise Fletcher, former Chief Innovation Officer, Payer & Pharma, Xerox
Jim Stikeleather, former Chief Innovation Officer, Dell
Wayne Delker, former Chief Innovation Officer, Clorox
Join this cross-industry panel featuring recently retired Chief Innovation Officers from cross industry- Healthcare, Insurance, CPG, and Manufacturing. Each panelist will bring their unique point of view as to how the role changed during his/her tenure, what they might do differently could they do it all over again, and some fresh perspective on where innovation is and isn’t happening.

2:45: Internal Disruption: The Relationship between the CIO and Innovation Team
Terry Bradwell, Chief Innovation Officer, AARP
Anne Marie Kilgallon, Vice President, Innovation, AARP
Learn how an organization can institute an internal cultural shift toward innovation and solutions. Explore how to approach internal barriers and use communications and other tools to influence the culture and internal mindset. Key take-aways include: Influencing internal audiences to think and work differently – using education, resources and framework; Choosing the right way to innovate and course-correct along the way; Making things not only happen, but happen faster.

2:45: Inspiring Innovation from a Deeper Level
Diana Gabbard, Director of Consumer Insights, US Cellular
Theresa Acheson, Consumer Insights, Product and Innovation, US Cellular
Innovation that is beyond incremental gain must begin with uncovering human truth. U.S. Cellular wanted to better understand the modern aging consumer and those who care for them, in order to design innovative products, services and experiences that would uniquely meet their needs, drive deeper loyalty for the brand, and secure differentiated advantage. Forging a partnership between Insights and Innovation teams, they held their hypotheses loosely, open to the truth about aging that would become a robust platform for breakthrough product and service innovation to drive their future pipeline for years.
FEI DAY TWO: WEDNESDAY, MAY 10TH • 6 CONCURRENT BREAK-OUT TRACKS

**TRACK 4 SPARKING CULTURE CHANGE**
11:10: Chairperson Welcome  
Ari Popper, Founder & CEO, SciFutures
11:15: Unleashing Innovation: Corporate Activism  
Celine Schillinger, Head, Quality Innovation & Engagement, Sanofi Pasteur

In the age of disruption, when perpetual change has become the new norm, it is time for organizations to take advantage of a large, untapped pool of knowledge and ideas: their own employees. New approaches to purposeful mobilization, co-creation and system leadership are critical for success. What can an innovation ecosystem do in a global, industrial setting? How to make movements for change in the workplace thrive & deliver? Does people-powered transformation really work? Share examples and ideas that boost innovation and performance in the 21st Century.

12:00: Get Involved  
Contact Liz Hinkis, Sponsorship Director at elizabeth.hinkis@KNect365.com or 646-616-7627 for more details.

**TRACK 5 DISRUPTIVE TRENDS & TECH**
11:10: Chairperson Welcome  
Peter Murane, Founder & CEO of BrandJuice
11:15: Betterment, The Future of Retail & Maslow  
Lindsay Angelo, Head of Strategy & Innovation, Lululemon

Driven by a digital landscape, the maker's movement & crowd-everything, we are witnessing disruption in the world of retail. Consumers are shifting from passively consuming a product to co-creating and inventing on their own. An army of authentic, innovative start-ups with engaged guests are emerging into the mix, democratizing the retail landscape, upping the innovation bar and contributing towards a macro trend of betterment. How can established businesses respond to maintain relevancy and what does it have to do with Abraham Maslow?

12:00: Using Science Fiction for a Competitive Advantage  
Ari Popper, Founder & CEO, SciFutures

We live in a world where science fiction is fast becoming science fact. This session will show how science fiction prototyping accelerates innovation and changes company culture to create a competitive advantage.

**TRACK 6 BUSINESS MODEL INNOVATION**
11:10: Chairperson Welcome
11:15: Sprint Approach to Developing Disruptive Innovation Strategy for a 104 Year Old Company  
Keri Stephens, VP of Breakthrough Ideas, The Garage Group

Come hear behind-the-scenes lessons learned from the trailblazing team that took an Innovation Sprint approach to explore 5 disruptive trend spaces in 5 weeks. Condensing a typical 9 to 12 month process down to 5 weeks led to breakthrough and unprecedented learning. The team will share the overall approach they took, enablers and principles that led to their success and lessons they plan to apply to future Innovation Sprints.

12:00: PANEL: Sprinting in the Face of Uncertainty  
Ann Thompson, Co-Founder, The Garage Group
William Singleton, New Ventures Business Development Leader, Wrigley
Kirsten Aune, Director, Strategy and Innovation, General Mills
Vera Harrington, AVP Innovation - Trends and Insights, Liberty Mutual

Pulling from Google Venture's Sprint Approach and Lean Startup, these Global F2000 corporate leaders are moving exceptionally fast to keep their companies and brands relevant. Hear their inspiring lessons learned and practical tips.

2:00: WORKSHOP/DUPLICATE SESSION  
Creating Highly Effective Innovation Leaders by Bringing Yourself into the Innovation Process  
Karen Tilsta, Co-Founder, Florida Hospital Innovation Lab, Co-Founder, Orlando Magic Innovation Lab, Launched San Diego State University Design Thinking Innovation Lab

Innovation is on everyone's lips and front and center in most company's strategic plans. So, why are there more innovative companies and leaders? Is it because we miss the truth about innovation? The answer is not more innovation models. We have enough. What we need is knowledge how to bring ourselves to the innovation process so relevant and sustainable solutions can emerge. Participants in this interactive session will learn the 3 key mindsets that create highly effective innovative leaders. Participants will also learn how one's inner condition determines the quality of all outcomes and how the SELF is the most important innovation tool.

2:00: Journey into Connected Appliances and the IoT  
Rachael Schwartz, General Manager, Keurig Connect and Senior Director Innovation, Keurig Green Mountain

Rachael's session will highlight: key learnings from launching new large-scale innovations in CPG and small appliances including managing key internal and external stakeholders and managing public perception; how Keurig, a company founded on disruptive innovation, thinks about identifying and building new innovations; and how Keurig sees the Internet of Things playing out with large established CPG companies.

2:45: Insights from The Hershey Company’s Advanced Technology Lab  
Lina Yang, Futurist, Director, Advanced Technology Lab, The Hershey Company

Yang tinkers with new technologies and seeks discoveries that will deliver growth, insights, and operations effectiveness to The Hershey Company. Prior to this position, Yang was director of global trends and strategic foresight, anticipating opportunities and risks five to ten years beyond today. Please visit the website for the most up to date details on this session.

2:45: Sprint Approach to an Innovative New Value Proposition: 5 Days From Idea Inception to In-The-Wild MVP Testing  
Please visit the website for up to date speakers during this session

Eight, 5-minute talks from corporate innovation leaders, experts and entrepreneurs packed with approaches you can leverage to start to build sprinting as a capability within your organization. Topics include how to hustle; prototyping to learn quickly; identifying your most risky assumptions; recruiting consumers like a startup, and more.

2:45: Sprint Approach to Developing Disruptive Innovation Strategy for a 104 Year Old Company  
Keri Stephens, VP of Breakthrough Ideas, The Garage Group

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### FEI DAY THREE KEYNOTES: THURSDAY, MAY 11TH

<table>
<thead>
<tr>
<th>Time</th>
<th>Session Title</th>
<th>Speaker(s)</th>
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<tbody>
<tr>
<td>8:45</td>
<td><strong>CHAIR WELCOME:</strong> Welcome from your FEI 2017 Host</td>
<td>Mike Maddock, Founding Partner &amp; CEO, Maddock Douglas</td>
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<tr>
<td>9:45</td>
<td><strong>Setting Constraints, Ignoring Experts &amp; Embracing Self-Doubt</strong></td>
<td>Tony Fadell, Founder and CEO of Nest, Former SVP of Apple's iPod Division</td>
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<td><strong>Tony Fadell is the founder and former CEO of Next. Prior to Nest, founded in</strong></td>
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<td><strong>2010 and acquired by Google in 2014, Fadell was the SVP of Apple’s iPod division,</strong></td>
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<td><strong>reporting to Steve Jobs. He was responsible for creating the first 18 generations of the iPod and the first three generations of the Phone. Tony will talk about what led to the design of the iPod and Next, as well as the important of setting constraints, ignoring experts and embracing self-doubt when working for serially innovative companies.</strong></td>
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<tr>
<td>11:00</td>
<td><strong>How Tomorrow’s Innovation and Technology Can Impact your Business Today</strong></td>
<td>Carlos Dominguez, President &amp; COO, Sprinklr</td>
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<td><strong>Carlos Dominguez is the President and COO of Sprinklr. He’s a Technology Evangelist and a Futurist who loves to see the humor in life. Carlos has more than 30 years of enterprise technology experience and an unparalleled passion for innovation. Carlos guides strategic direction for Sprinklr and leads the marketing, sales, services, and partnerships teams for the most complete enterprise social technology company in the world. Carlos spent 22 years at Cisco Systems in a variety of roles. Over the last seven years, he served as a technology evangelist and representative for the chairman and CEO of Cisco.</strong></td>
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<td>11:45</td>
<td><strong>Fail to Innovate: How to Make Failing a Competitive Advantage</strong></td>
<td>Soon Yu, former Global Vice President of Innovation at VF Corp, Author of the forthcoming book Iconic Advantage</td>
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<td><strong>A young IBM executive, who just lost millions in series of blunders, was called to a meeting with Tom Watson, the CEO. He asked Tom whether they were going to fire him and instead Tom replied, “Not at all, young man, we have just spent a couple of million dollars educating you.” Everyone knows that failure is part of any innovation journey – but how can you turn this failure into a competitive advantage?</strong></td>
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<td>1:45</td>
<td><strong>Using Open to Solve Wicked Problems (and Overcoming Resistance in the Process)</strong></td>
<td>Hila Lifshitz-Assaf</td>
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<td><strong>Hila Lifshitz-Assaf joined New York University Stern School of Business as an Assistant Professor of Information, Operations and Management Sciences in July 2014. She is also a faculty associate at the Berkman Center for Internet and Society at Harvard University. Professor Lifshitz-Assaf’s research focuses on developing an in-depth empirical and theoretical understanding of the micro-foundations of scientific and technological innovation and knowledge creation processes in the digital age. She explores how the ability to innovate is being transformed, as well as the challenges and opportunities the transformation entails for R&amp;D organizations, professionals and their work. Her dissertation included an in-depth longitudinal field study of NASA’s experimentation with opening knowledge boundaries through Web platforms and communities, resulting in a scientific breakthrough. She address the question of why deeply respected research groups find it so hard to embrace open—despite the fact that it will solve wicked problems.</strong></td>
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<td>2:15</td>
<td><strong>Marijuana is the Future of Tobacco</strong></td>
<td>Alan Gertrner, Co-Founder &amp; CEO, Tokyo Smoke</td>
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<td><strong>Marijuana, despite being illegal for near 100 years, is incredibly pervasive, it is already bigger than wine. Within our lifetime we will see legal global marijuana, the explosion of a new industry, and true integration in society, which will change our world like tobacco once did. Alan shares why he left his dream job at Google to launch Tokyo Smoke. See how he is creating incredibly thoughtful and deliberate interactions with cannabis - fighting typical stoner stereotypes and providing a thoughtful business approach. Learn how to create immersive retail and digital experiences, spanning multiple verticals to inspire creativity and touch hearts.</strong></td>
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<td>2:45</td>
<td><strong>Wrap Up &amp; Close of FEI 2017</strong></td>
<td>Mike Maddock, Founding Partner &amp; CEO, Maddock Douglas</td>
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Helene Rutledge, Chief Innovation Officer, New Avon
Kirsten Aune, Director, Strategy and Innovation, General Mills
Lina Yang, Futurist, Director, Advanced Technology Lab, The Hershey Company
Marty Yudkovitz, retired Head of Strategic Business Innovation, Disney
Rachael Schwartz, General Manager, Keurig Connect and Senior Director Innovation, Keurig Green Mountain
Soon Yu, former Global Vice President of Innovation at VF Corp, Author of the forthcoming book Iconic Advantage
Wayne Delker, former Chief Innovation Officer, Clorox
William Singleton, New Ventures Business Development Leader, Wrigley

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Lauren van Heerden, Chief Innovation Officer, Brookstone
Lindsay Angelo, Head of Strategy & Innovation, Lululemon

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Robert Urban, Global Head, Johnson & Johnson Innovation
Zoe Regent, Head of Innovation, Cancer.org

TELECOMS
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Theresa Acheson, Consumer Insights, Product and Innovation, US Cellular

MEDIA & ENTERTAINMENT
Daniel Cherry III, Chief Marketing & Innovation Officer, New Jersey Devils & Prudential Center
Monica Vernov, Vice President, Thomson Reuters Labs
Scott Kirsner, Innovation Columnist, Boston Globe, Editor & Co-Founder, Innovation Leader

AUTHORS & ACADEMICS
Chris Lochhead, Author, Play Bigger: How Pirates, Dreamers, and Innovators Create and Dominate Markets
Clayton Christensen, Professor, HBS, Best-Selling Author, The Innovator’s Dilemma
David S. Duncan, Co-Author, Competing Against Luck
Hila Lifshitz, Professor of Information, Operations and Management Sciences, NYU Stern
Joseph Coughlin, Founder and Director, MIT AgeLab
Peter Koen, Director of the Consortium for Corporate Entrepreneurship, Stevens Institute of Technology
Robert Sutton, Professor, Co-Founder of the Stanford d.school, Best-Selling Author, Scaling Up Excellence: Getting to More without Settling for Less

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