## Friday, January 24, 2020

<table>
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<tr>
<th>Time</th>
<th>Agenda</th>
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| 10:00 am – 4:00 pm | **Innovate Tech Conference 2020 (Attendance is optional)**  
Innovate is a full-day conference attended at UCLA Anderson featuring insights from Anderson faculty and business leaders through multiple panels, fireside chats, keynote sessions and opportunities for networking. [View Conference Site](#) |
| 4:30 – 5:30 pm   | **Private Networking Reception with Silicon Valley Bank’s Al Guerrero**  
A private networking reception to kick off the program. Al Guerrero, Managing Director of Silicon Valley Bank, will be in a fireside chat to discuss his career journey, insights on promising innovation, plus common themes, challenges and opportunities he has observed.  
Key technology-based innovation • Promising innovation |

## Saturday, January 25, 2020

<table>
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<th>Time</th>
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<tr>
<td>8:00 - 8:30 am</td>
<td><strong>Continental Breakfast</strong></td>
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| 8:30 - 9:00 am | **Welcome and Overview**  
Terry Kramer, Adjunct Professor of DOTM; Faculty Director, Easton Technology Management Center  
Donna Sharp, Associate Dean, UCLA Anderson School of Management Executive Education                                                                 |
| 9:00 - 10:30 am | **Technology Trends and Leadership Implications**  
Terry Kramer, Adjunct Professor of DOTM; Faculty Director, Easton Technology Management Center  
Review of the latest technologies, the products/services these technologies enable and implications for competitive positioning.  
Key technology-based innovation • Promising innovation • Changing business models • Public policy requirements • Talent & organization |
| 10:30 - 10:45 am | **Networking Break**                                                                                                                                  |
| 10:45 am - 12:15 pm | **CASE STUDY: Ford Blueprint for Mobility**  
Terry Kramer, Adjunct Professor of DOTM; Faculty Director, Easton Technology Management Center  
Apply learnings from previous session to Ford Blueprint for Mobility case study. Learn how many established companies deal with potential disruption from new technologies and in the case of Ford, new methods of mobility (Pre-work assignment)  
Key technology-based innovation • Promising innovation • Changing business models • Public policy requirements • Talent & organization |
| 12:15 - 1:30 pm | **Translating Vision into Product Success**  
Mark Thomas (MS, MBA ’10) Group Product Manager, Snap Inc.  
Understand the role that “product” plays in the success of a company. What does the product management career look like? How do successful companies translate vision into product success and ultimately customer engagement? What are the trends in social media, including the role and impact of privacy?  
Key technology-based innovation • Promising innovation • Changing business models • Public policy requirements • Talent & the organization |
| 1:30 - 3:00 pm | **Data, Artificial Intelligence, Machine Learning: A Deep Dive**  
Keith Chen, Associate Professor of Economics  
Explore what data, AI and machine learning are and how they enable product/service innovation. What are the big industries? What big challenges and business models will AI and machine learning likely change? Gain insights on how to create “AI capability” for business success.  
Key technology-based innovation • Promising innovation • Changing business models |
| 3:00 - 3:15 pm | **Networking Break**                                                                                                                                                                                    |
| 3:15 - 4:15 pm | **Repurposing Leaders and Companies**  
Paula Judge (BA ’89), VP Talent, Accel  
Understand the talent requirements of successful technology-based innovation and implications of disruptions on talent and talent needs. What is a people strategy, how does it evolve and how does it contribute to creating a distinct company culture? What does the future of workforce look like?  
Talent & the organization |
| 4:15 - 5:00 pm | **Program Close and Takeaways**  
Terry Kramer, Adjunct Professor of DOTM; Faculty Director, Easton Technology Management Center |
| 5:15 - 6:15 pm | **Networking Reception**                                                                                                                                                                               |

*Schedules are subject to change*