



IMPACT

OCTOBER 16-18

Please visit www.innovationleader.com/impact to view the agenda in full.

Tuesday, October 16th

1:00 - 3:00PM	Rowing Clinic on the Charles (for Newbies)	20 Nonantum Rd, Brighton, MA
3:00 - 5:00PM	MIT's Venture Fund, The Engine, and Makerspace Lab	
3:00 - 5:00PM	Harvard Innovation Lab: One-on-One Startup Meetings	
3:45 - 5:45PM	Combining Intuition with Analytics: Interactive Case Study Session	Kris Johnson Ferreira, <i>Harvard Business School</i>
4:00 - 6:00PM	Pre-Registration	Courtyard Reception
4:30 - 5:40PM	Innovations of Cambridge Walking Tour	Meet at Kendall Marriott Hotel
6:00 - 8:00PM	Paint Nite	730 Tavern located at 730 Massachusetts Ave

Wednesday, October 17th

6:00AM - 7:00AM	Sunrise Yoga	Charles View Ballroom
7:00AM - 5:00PM	Registration	Courtyard Reception
7:00 - 8:00AM	Breakfast	Prefunction and President's Ballroom A/B
8:00 - 8:05AM	Welcome and Intros	Scott Kirsner, <i>Innovation Leader</i> President's Ballroom C/D
8:05 - 8:20AM	Innovation is Your Strategy	Kevin Bolen, <i>KPMG LLP</i> President's Ballroom C/D

8:20 - 9:05AM	Fireside Chat: The Future of Retail & Delivery	<i>Faisal Masud, Wing, a Former GoogleX Project</i> Moderated by <i>Fiona Murray, MIT</i>	President's Ballroom C/D
9:05 - 9:30AM	Coffee Break		Prefunction
9:30 - 10:45AM	Breakouts		
	Effective cross-functional innovation partnerships	Marcus Hitt, <i>Nationwide</i> and Micah Fenning, <i>Nationwide</i>	Thomas Paine A
	The Future of Smart Venues and Facilities in Sports	Angela Ruggiero, <i>Sports Innovation Lab</i>	Thomas Paine B
	Government Innovation - It's Everyone's Problem!	Bernadette Johnson, <i>Lincoln Labs</i> and Molly Cain, <i>US Department of Homeland Security</i>	William Dawes A
	Using Jobs-to-be-Done to Drive Innovation	Alex Slawsby, <i>EmbraerX</i>	William Dawes B
	Case Study: Setting Up a New Corporate Accelerator Program	Claudia Reuter, <i>Stanley +TechStars Additive Manufacturing Accelerator</i>	Molly Pitcher
	Rebel Talent	Francesca Gino, <i>Harvard Business School</i>	Haym Saloman
	How R&D organizations are evolving	Nigel Hughes, <i>Kellogg, Co</i> Moderated by Josh Macht, <i>Harvard Business Review</i>	Paul Revere A
	Innovation 101: Structuring a high-performing innovation team	Jessica Anselmi, <i>Panera</i>	Paul Revere C
	Extended Workshop: Designing a High-Impact Innovation Training Program	Daniel Seewald, <i>Pfizer</i>	Aquarium
	Extended Workshop: Uncovering Makers – Finding and Equipping Latent Innovators	Tony Long, <i>Northrop Grumman Corporation</i>	Cambridge A/B
10:45 - 11:15AM	Coffee Break & Snack		Prefunction and President's Ballroom A/B
11:15AM - 12:30PM	Breakouts		
	Mergers and Acquisitions: Getting Right the Things That Can Go Wrong	Rick Paster, <i>Walmart</i>	Thomas Paine A
	Reframing: Shifting your Perspective to Amplify Your Impact	Suzi Hamill, <i>Fidelity Investments</i>	Thomas Paine B
	How the Boston Celtics Leverage Technology and Data Analytics	Matt Griffin, Boston <i>Celtics</i>	William Dawes A

	Creating Innovation Labs and Spaces	Scott Emmons, <i>Neiman Marcus</i>	William Dawes B
	Reinventing RISK Management with New Innovation Tools and Methodologies	Danielle Winandy, <i>BNP Paribas</i>	Molly Pitcher
	Engaging Busy Colleagues Throughout the Innovation Journey	Brian Mullen, <i>Brigham Digital Innovation Hub</i>	Haym Saloman
	Digital Transformation: Lessons Learned	George Corbin, <i>Mars Wrigley</i> and Tim Bourgeois, <i>Chief Digital Scientists</i>	Paul Revere A
	Innovation 101: Dealing with (and Working Around) Common Obstacles to Corporate Innovation	Phil Swisher, <i>Trevian Wealth Management</i>	Paul Revere C
	Extended Workshop: Designing a High-Impact Innovation Training Program	Daniel Seewald, <i>Pfizer</i>	Aquarium
	Extended Workshop: Uncovering Makers – Finding and Equipping Latent Innovators	Tony Long, <i>Northrop Grumman Corporation</i>	Cambridge A/B
12:30 - 1:30PM	Lunch		President's Ballroom A/B and Riverside Pavillion
12:15 - 1:15PM	Lunch: Co-Innovation with Other Corporates	Fuat Koro, <i>Bose</i>	Aquarium
1:30 - 2:45PM	Skill-building Workshops		
	Skill-building Workshop: Playing Defense: Protect Your Program By Measuring Value	<i>Doug Williams, Spigit</i>	Haym Saloman
	Skill-building Workshop: Working Smarter - How to Generate Maximum Value from R&D	David Russell, <i>PA Consulting</i> and Wil Schoenmakers, <i>PA Consulting</i>	Thomas Paine
	Skill Building Workshop: Funding Reimagined	Colleen Drummond and Kevin Bolen, <i>KPMG LLP</i>	Molly Pitcher
	Skill-building Workshop: Impact vs Vanity	Brant Cooper, <i>Moves the Needle</i>	William Dawes
	Skill Building Workshop: Tech Scouting's Role in Corporate Innovation	Chris Townsend, <i>Wellspring</i>	Paul Revere
2:45 - 3:15PM	Coffee Break & Snack		President's Ballroom A/B
3:15 - 4:30PM	Breakouts		
	Evolving the Innovation System from Phase I to Phase II	Amit Bhatia, <i>Manulife</i>	Thomas Paine A
	Leveraging Social Media Marketing to Spread Your Message	Dylan Hattem, <i>DS Projects</i>	Thomas Paine B

	Building a User-Centered Incubator from the Ground Up	Nicole Walker, <i>Health Care Service Corporation</i> and Eva McGoe, <i>Health Care Service Corporation</i>	William Dawes A
	Be a Video in Email Pro: Hands-on Workshop	Katie Morrissey, Wistia	William Dawes B
	Time to Remake The Donuts: A Case Study on Brand Transformation	Dan Wheeler, <i>Dunkin Brand</i>	Haym Saloman
	What We Learned Running Our First Employee Idea Challenge	Elizabeth Randall, <i>Turner Broadcasting</i>	Paul Revere A
	Innovation 101: An Intro to Five of the Most Useful Innovation Models	Aaron Proietti, <i>Formerly of Transamerica</i>	Paul Revere C
	Building Amazon Business: How Customer Obsession and a Desire to Invent and Simplify Drive What We Do	Jill Brandt, <i>Amazon Business</i>	Aquarium
4:45 - 5:30PM	Fireside Chat: Innovation in Storytelling	Vicki Dobbs Beck, <i>ILMxLAB at Lucasfilm</i>	President's Ballroom C/D
5:30 - 5:45PM	Day 1 Wrap-Up	Scott Kirsner, <i>Innovation Leader</i>	President's Ballroom C/D
6:00 - 7:00PM	Awards Reception		Charles View Ballroom

Thursday, October 18th

6:00AM - 7:00AM	Sunrise Yoga		Charles View Ballroom
7:00AM - 12:15PM	Registration		Courtyard Reception
7:00 - 8:00AM	Breakfast		Prefunction and President's Ballroom A/B
7:00 - 8:00AM	Demos		President's Ballroom A/B
8:00 - 8:15AM	Day 2 Intro	Scott Kirsner, <i>Innovation Leader</i>	President's Ballroom C/D
8:15 - 9:00AM	Fireside Chat: The Future of Mobility	Jon McNeill, <i>Lyft</i> Moderated by Jodi Goldstein, <i>Harvard iLabs</i>	President's Ballroom C/D
9:15 - 10:30AM	Breakouts		

Do You Have the Right People Doing the Job? Roles and Responsibilities for Strategic Innovation	Gina O'Connor, <i>Rensselaer Polytechnic Institute</i>	Thomas Paine A
Relationship Between R&D and Innovation	Azin Nezami, <i>Vertex Pharmaceuticals</i>	Thomas Paine B
Tools and Approaches Startups Use to Build Things Fast	Nick Ducoff, <i>Edmit</i>	William Dawes A
Innovating the Way you Engage & Communicate to Drive Change	Melissa Kivett, <i>Prudential</i>	William Dawes B
Crowdfunding 2.0: What Big Companies Need to Know About Crowdfunding as a Product Launch Platform	David Laituri, <i>Onehundred</i>	Molly Pitcher
How to Kill It at High Stakes Executive Presentations	Matt Baker, <i>Dell</i>	Haym Saloman
Creating Amazing Powerpoints	Jess Stratton, <i>Lynda.com at LinkedIn</i>	Paul Revere A
Innovation 101: Open Innovation: How to Set It Up for Success	Navin Kunde, <i>The Clorox Company</i>	Paul Revere C
Extended Workshop: Culture Shifts that Stick: Transforming Organizations through Creativity & Innovation Training & Projects	Chris Chapman, <i>Formerly of Disney</i>	Aquarium
Extended Workshop: The Innovators Toolkit for Self-Taught, Hard-Working Creative Leaders of Innovation	Jack Elkins, <i>Orlando Magic</i>	Cambridge A/B

10:30 - 11:00AM

Coffee Break & Snack

Prefunction and
President's Ballroom
A/B

10:30 - 11:00AM

Demos

President's Ballroom
A/B

11:00AM - 12:15PM

Breakouts

Finding the Best Way to Tell Your Story	Tamsen Webster, <i>Find the Red Thread</i>	Thomas Paine A
Embracing Low-fidelity Testing Within a Big Brand	Jennifer Kirby, <i>Hyatt Hotels</i>	Thomas Paine B
What are the Right (And Wrong) Ways for Corporations to Engage with Accelerator Programs?	Pano Anthos, <i>XRC</i>	William Dawes A
Effectively Scouting Emerging Technologies & Startups	Chris Varley, <i>The Goodyear Tire & Rubber Company</i>	William Dawes B
Digital Strategy: Attracting People to Your Brand	Issac Moche, <i>Hubspot</i>	Molly Pitcher
Creating, Sustaining & Growing Communities of Innovation	Greg King, <i>Georgia Tech</i>	Haym Saloman
Putting the Last Experiment First	Kirsten Aune, <i>General Mills</i>	Paul Revere A

	Innovation 101: Eight Archetypes: The Roles Innovators Need to Play	Aaron Proietti, <i>Formerly of Transamerica</i>	Paul Revere C
	Extended Workshop: The Evolution of Collaboration: Overcoming Politics	Chris Chapman, <i>Formerly of Disney</i>	Aquarium
	Extended Workshop: The Innovators Toolkit for Self-Taught, Hard-Working Creative Leaders of Innovation	Jack Elkins, <i>Orlando Magic</i>	Cambridge A/B
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12:15 - 1:15PM	Demos		President's Ballroom A/B
1:15 - 1:45PM	Fireside Chat: How Money Can Buy Happiness	Michael Norton, <i>Harvard Business School</i>	President's Ballroom C/D
1:45 - 2:40PM	Impact Award Lightning Talks	Revera Living, Medtronic, Amn Healthcare, Citi Ventures, DBS Bank	President's Ballroom C/D
2:40 - 2:45PM	Wrap-up	Scott Kirsner	President's Ballroom C/D
2:45 - 3:45 PM	Collective Intelligence: Ask & Answer Questions	Scott Kirsner and Kelsey Alpaio	Thomas Paine
	Impact Award Winner: Case Study 1	Johnson & Johnson	Haym Saloman
	Impact Award Winner: Case Study 2	Cisco	Molly Pitcher
	How JetBlue Drives Strategic Value and Innovation through Corporate Venture Capital	Bess Chapman, JetBlue Ventures	William Dawes