

SETH GODIN ON  
CONSTANT DISRUPTION

SUSAN CAIN ON THE  
POWER OF INTROVERTS

IDEO'S TOM KELLEY  
ON CREATIVE CONFIDENCE

DENNIS HONG ON  
HUMANOID ROBOTS

»»»»» **START A MOVEMENT** »»»»»

# FEEL 2015

MAY 18-20, 2015  
BOSTON, MA  
SEAPORT WORLD TRADE CENTER  
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THE WORLD LEADER IN ADVANCING INNOVATION™

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& THE LEAN  
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MOVEMENT  
ARE POSITIONED TO  
TAKE OVER  
INNOVATION**

**Start-Up Secrets**  
The BIG upside in  
collaborating with  
LITTLE start-ups.

»»»»» **HOW POWER  
WOMEN**  
ARE CHANGING THE  
FACE OF INNOVATION  
LEADERSHIP

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passion



# FEI

THE 13TH ANNUAL  
**FRONT END OF INNOVATION**

# 2015

»»»»»»»»»» **START A MOVEMENT** »»»»»»»»»»

**T**he stereotypical archetype of what an innovation leader looks like no longer exists. There's a new breed of innovation rock-star positioned to throw the old "rule book" out the door.

That's exciting.

But it's also scary... especially if you're a more traditional organization trying to navigate this new innovation world order and stay on top.

So how can you truly generate momentum for the next generation of innovation cultures leaders, business models, and structures? What will it take to dominate your industry? The answers today look a lot different than the answers a year ago, or even a few days ago.

That's why we've completely reimagined the entire FEI experience. With even bigger name keynotes, eight "adventure learning sessions" designed to get you behind the scenes of Boston's most innovative companies, the launch of the highly-anticipated Startup Lab, the 2nd annual power women panel, and FEI "unplugged," we give you unedited access to the people you need to know, now. The cumulative result? FEI empowers you to become your most productive, agile, and connected self.

**We welcome you to join us as BOLD AMBITION and CREATIVE AGILITY collide.**



**Kelly Schram**  
Director: Innovation Portfolio  
IIR: Institute for International Research



**Krista Vazquez**  
Managing Director  
IIR: Institute for International Research



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## Page 9

### Keynote Susan Cain's book on the power of introverts

was the subject of a TIME magazine cover story. See for yourself why her record-smashing TED talk has been viewed over 10 million times.



## Page 11

FEI Keynote Seth Godin pushes attendees to take action.

*“The cost of being wrong is less than the cost of doing nothing.”*

# DO Something!

## Page 10



Tom Kelley, Partner at IDEO and FEI 2015 Keynote, once again brings national attention to the notion of design thinking as he appears on 60 Minutes.

## Page 18

### Creative Director of Cirque du Soleil Media

explores the body mind connection and its role in innovation problem solving.



## IN THIS ISSUE...

## Page 17

### CTO's Unplugged

CTOs from Shire, Analog Devices, and CSC explore methods and approaches to building a culture of innovation that delivers sustainable results.

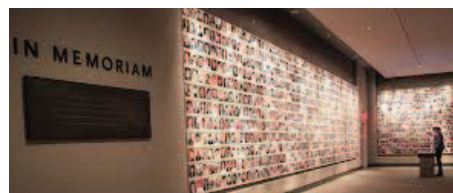
## Page 5

### PFIZER OPENS HIP NEW RESEARCH FACILITY IN KENDALL SQUARE



HEAR FROM THE R&D TEAM AS YOU TOUR THE NEW FACILITY.

## Page 17



Creator of interactive and digital exhibits for the 9/11 Memorial Museum, Jake Barton, talks about the ideology behind the varying degrees of visitor experiences.

## Page 11



Social entrepreneur Miki Agrawal has some fun on Late Night with Jimmy Fallon.



# ADVENTURE Learning >>>

Monday, Tuesday  
& Wednesday  
.....

**Don't just talk about innovation, experience it!**

Adventure learning empowers and facilitates real life exploration to innovative Boston companies. Embark on innovation "field trips" at these companies led by their innovation teams- for behind the scenes tours and presentations.

Tuesday 11:00 - 1:15

## Moderna Therapeutics

Led by Stéphane Bancel, President and Founding Chief Executive Officer,  
Noubar Afeyan, Co-Founder and Chairman, Moderna; Managing Partner  
and CEO, Flagship Ventures

\*limited to 40 people

Visit the headquarters in Kendall Square, where the company is conducting breakthrough research on its messenger RNA (mRNA) Therapeutics™ platform technology. Moderna's mRNA Therapeutics™ utilize the body's own cellular machinery to produce therapeutic proteins and antibodies and have the potential to address a myriad of serious diseases that are not treatable through current approaches. In addition, therapies can be made and dosed with unprecedented precision and speed, vastly reducing the time and costs of traditional drug development. Founded in 2010 by Flagship VentureLabs, Moderna is privately owned and holds strategic agreements with AstraZeneca and Alexion Pharmaceuticals. Learn more about Moderna's mission and vision and tour Moderna's headquarters, including its therapeutics-focused venture companies and its leading-edge lab and manufacturing facilities.



Tuesday 11:00 - 1:15

## MassChallenge

Led by Led by MassChallenge Innovation Team & Alumni

\*limited to 40 people

MassChallenge is on a mission: to catalyze a global entrepreneurial renaissance. This is a unique opportunity to visit their new headquarters in the Boston Innovation & Design Building, engage with the MassChallenge team and hear from alumni companies. MassChallenge is the world's largest startup accelerator, and the first to support early stage entrepreneurs, from any industry with no strings attached. Over \$1.5 million in cash grants and \$10 million of in-kind benefits are awarded annually, with no equity taken. In addition to cash grants, major benefits of the four-month program in Boston include world-class mentorship and training, free office space, access to funding, legal advice, media attention, and more. The 489 MassChallenge alumni have raised over \$470 million in outside funding and created over 3,900 jobs.



Tuesday 3:15 - 5:15  
**Fidelity Labs**

Led by Rick Smyers, Vice President, Accelerated Innovation, Fidelity Investments and Ken Zolot, Senior Lecturer in Innovation and Entrepreneurship at MIT \*limited to 20 people



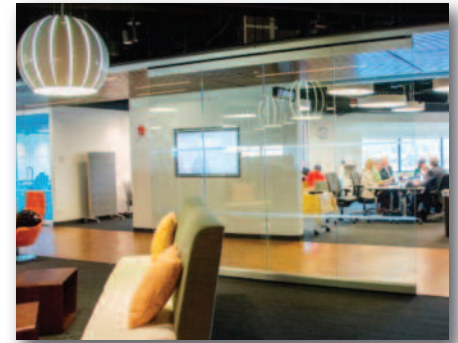
The scientists and researchers at Fidelity Labs (the R&D unit of Fidelity Investments, also known as the Fidelity Center for Applied Technology) innovate with technology to give people access to the tools they need to empower their lives. For over 15 years, they have worked to identify and explore hundreds 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. After touring the Fidelity Labs facilities, Richard and Ken host an innovation and entrepreneurship focused session- specifically, what big companies can learn from university start-ups- followed by a group exercise and networking event designed to convey these learnings in practice.

Tuesday 4:30 - 6:00  
**Pfizer R&D Center**

Led by the Pfizer R&D team  
 \*limited to 30 people



Officially opened in June 2014, Pfizer Cambridge is a state-of-the-art R&D hub located in the heart of Kendall Square, one of the richest biomedical communities in the world. Approximately 1,000 employees work together on a range of clinical programs that include the areas of Inflammation, Immunology, Rare Diseases, Cardiovascular and Metabolic Diseases, and Neuroscience. In addition, the Cambridge site also includes important functions for Pfizer R&D such as Worldwide Medicinal Chemistry, Global BioTherapeutics Technologies and BioTherapeutics Clinical Research. The innovative 280,000-square-foot facility features flexible, state-of-the-art laboratories and an open concept design, and is a true reflection of Pfizer's belief that collaboration is the key to translating scientific knowledge into breakthrough therapies that improve patients' lives. The site is led by Jose-Carlos (JC) Gutierrez-Ramos, Ph.D., SVP and head of BioTherapeutics R&D and founder of the Centers for Therapeutic Innovation.



Wednesday 1:00 - 3:00  
**Optum Labs**

Led by Sanji Fernando, Vice President, Innovation, and Matthew Wiandt, Director, Innovation, Optum Labs  
 \*limited to 40 people

Founded as a partnership between Optum (a UnitedHealth Group company) and Mayo Clinic in early 2013, Optum™ Labs is the health care industry's first open collaborative research and innovation center. With over 20 partners in its first two years of operation and growing, Optum Labs connects diverse partner perspectives and expertise with robust, de-identified data and powerful technology. The goal is to enable health care's leading researchers and innovators spanning all sectors of the health care ecosystem to work together, share ideas, test hypotheses, make discoveries and deliver solutions that improve patient care and patient value. This field trip will offer participants a chance to tour Optum Labs' cutting edge innovation space located next to MIT in Kendall Square, and learn how Optum Labs strives to accelerate innovation with health care big data. The visit will include a discussion with the Optum Labs innovation team and a demonstration of one or more innovations underway.



Wednesday 10:45 - 12:45

## HubSpot

Led by the HubSpot team \*limited to 40 people

HubSpot is the world's leading inbound marketing and sales platform. The company, founded in 2006, has more than 11,500 customers in more than 75 countries, went public in October, and has revolutionized how companies think about marketing. HubSpot is as well known for its innovative company culture as its software: the company's Culture Code ([www.culturecode.com](http://www.culturecode.com)), outlining the company's commitment to radical transparency and autonomy, went viral, amassing 1.4M views on SlideShare. Learn how the company thinks about innovation at scale, how the company's culture fosters an entrepreneurial mindset, and how they build ownership and autonomy into every division of the company.



Wednesday 10:45 - 12:45

## Reebok

Led by **Bob Rich, Director of Research, Reebok, Dan Hill, President, Sensory Logic and JD Pike, Director of Consumer Insights, Reebok** \*limited to 20 people

Join Bob and Dan for a brief tour of the Reebok campus and an overview of Reebok's upfront innovation approach. The heart of the session, pun intended, is to watch live research exploratory fielding in which Dan Hill demonstrates facial coding as applied as an overlay to either focus groups or individual interviews. The tool will be used to indicate confirmations and gaps between what test subjects said versus felt, as well as reactions during any concept/model exposures or trial usability work. This topline introduction to facial coding will demonstrate the value behind the surge of facial coding into marketing, and conceptual marketing usability.



Wednesday 1:00 - 3:00

## Northeastern University: Burlington Innovation Campus

Led by **Peter Boynton, Co-Director, The George J. Kostas Research Institute for Homeland Security at Northeastern University** \*limited to 40 people

Seeking to continue its growth through an aggressive innovation strategy, the Rogers Corporation sought to establish an innovation center embedded in an academic institution. After a rigorous process, Rogers partnered with Northeastern University, establishing a presence at the University's Burlington Innovation Campus. Come tour the 4,000-square-foot Rogers Corporation Innovation Center, which includes laboratories, conference rooms, and office space designed to facilitate communication and collaboration between the on-site Rogers staff members and the Northeastern faculty and students working alongside them. Co-located start-up, laboratories and other industry-university interactions create a rich tapestry that is shaping the next generation of innovation at the Rogers Corporation. Meet with Rogers' executives to hear about this new model of collaboration, and discuss models for engaging your own innovation initiatives.



# Keynote Jams: Instigators, Dreamers, Doers, Visionaries, Roboticians, Academics, Entrepreneurs and self-proclaimed “Troublemakers” incite magic on the FEI stage.



Monday, 3:00-3:30

## Welcome from Peter Koen, FEI Advisory Board Chair

**Peter Koen, Associate Professor, Wesley J. Howe School of Technology Management, Director of the Consortium for Corporate Entrepreneurship, Stevens Institute of Technology**

Join us as Peter Koen kicks off the first night of keynotes as he illuminates what you would have learned about transformational and disruptive innovation had you attended ALL 13 Front End of Innovation conferences!



Monday, 3:30-4:15

## Humanoids: From Kicking a Ball to Saving Lives

**Dennis Hong, Associate Professor and Founding Director of RoMeLa (Robotics & Mechanisms Laboratory) at UCLA**

Can humanoid robots save lives? Will they have the capacity to be our friends? Hear how Dennis Hong, founding director of UCLA's Robotics & Mechanisms Laboratory, is making this happen and meet some of his groundbreaking robots; "DARwIn," the hugely successful open source miniature humanoid robot for research and education; "CAHRLI," the United States' first full size autonomous humanoid robot with a goal of defeating the human WorldCup champions in soccer by the year 2050; "SAFFiR," a firefighting humanoid robot being developed for the US Navy; and "T.H.O.R.," the super hero humanoid robot for disaster relief which will one day save the world. Find out why the Washing Post called Hong "the Leonardo da Vinci of robots."



Monday, 4:15-5:00

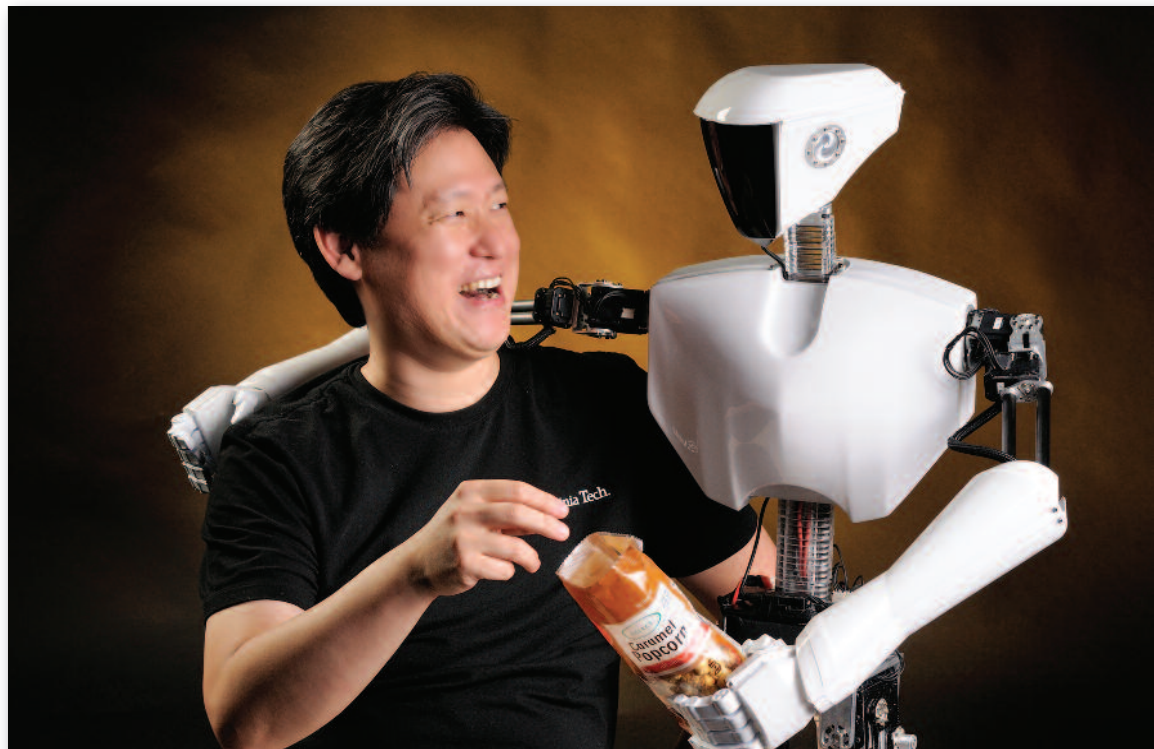
## Human Innovation: Life's About to Get Interesting...

**Dustin Garis, former Chief Troublemaker at Procter & Gamble, and Founder of LifeProfit**

According to a shocking study, "over 99.7% of employees and consumers are human." Assuming this is true, how could our approach to innovation be more human? To find out, Dustin Garis embarked on an around-the-world expedition, and what he uncovered was an innovation revolution taking place at global megabrands and entrepreneurial startups, fueling market disruptions that go beyond whitening teeth or quenching thirst, to innovate on the full human experience. Garis made this a priority while leading global innovation at P&G

Futureworks, responsible for a billion-dollar portfolio of new brands, business models, technologies, and entrepreneurial ventures such as Tide Dry Cleaners and Shazam. The success of these initiatives come not from practicing innovation—it came from living innovation. For Garis, that means converting an elevator into his office, riding an 1,800-pound bull in a rodeo, eating lunch blindfolded, fetching well-water in rural India, and other life experiments that ignited an organizational movement.

*FEI Keynote Dennis Hong has been called "the Leonardo da Vinci of robots" and was one of Popular Science's annual "Brilliant 10".*







Steve Blank's work with lean startup landed him on Forbes' "30 Most Influential People in Tech", as well as a 2013 Harvard Business Review Cover Story.



Tuesday, 9:00-9:45

## Exponential Organizations

Salim Ismail, Global Ambassador and

Founding Executive Director, Singularity University,  
Author, Exponential Organizations

Driven by accelerating technologies, a new breed of organizations, called Exponential Organizations, is today scaling at a pace unimaginable just a few years ago. For example, the convergence of reputation and payment systems, location awareness and social are transforming hotels and taxis via companies like Airbnb and Uber. Salim Ismail, founding Executive Director at Singularity University, has been studying how organizational models are evolving and has recently published his findings in an award-winning book, Exponential Organizations. He has found that ExOs are achieving 10x or more performance benchmarks compared to their peers. Salim will describe the characteristics and drivers of this new model and will talk through strategies for existing organizations to scale at the same pace.



Tuesday, 9:45-10:45

## Dealing with Disruptive Innovation: How Big Corporations Can Think Like Lean Startups

Steve Blank, Author, *The Startup Owners Manual*, Educator, Serial Entrepreneur

Companies looking to be innovative face a conundrum: Every policy and procedure that makes them efficient execution machines stifles innovation. Facing continuous disruption from globalization, China, the Internet, the diminished power of brands, changing workforce, etc., existing enterprises are establishing corporate innovation groups. These groups are adapting or adopting the practices of startups and accelerators – disruption and innovation rather than direct competition, customer development versus more product features, agility and speed versus lowest cost. But paradoxically, in spite of all their seemingly endless resources, innovation inside of an existing company is much harder than inside a startup. For most companies it feels like innovation can only happen by exception and heroic efforts, not by design. This talk explains why innovation inside an existing corporation is so difficult and how companies can employ the tools and processes successful startups use to drive innovation.





Tuesday, 2:30-3:15

## A Quiet Revolution: Changing How We Work, Lead and Innovate

Susan Cain, Author of the award-winning  
New York Times Best Seller *QUIET: The  
Power of Introverts in A World That Can't  
Stop Talking*

Did you know that many of the most effective business and political leaders possess traits typically associated with introverts (e.g., "soft-spoken," "quiet," "thoughtful") Did you know that some of our most creative and innovative moments come during times of solitary introspection, as opposed to in group or team settings? As today's leaders are all too aware, one of the central challenges of any business is to bring out the best in its employees—employees of vast and varied personality types and abilities. This is true regardless of institution—military, government, private or public. Drawing on years of research and the latest in neuroscience and psychology, Susan Cain—best-selling author, Co-Founder



Inspired after a life-altering trip to Kenya, Taylor launched Change Heroes, a ground-breaking fund raising platform that has raised well over \$1,000,000 to fund 100+ projects, including schools, libraries, scholarships, and anti sex trafficking work in 12 developing countries that will impact over 100,000 people.

of Quiet Revolution, LLC, and renowned expert in leadership and innovation—delivers an enlightening, relatable and practical presentation that will radically change your view of the best way to develop leaders, manage teams, make smart hires and stimulate innovation.



Tuesday, 2:00-2:30

## Disruption for the Greater Good

Taylor Conroy, CEO, [ChangeHeroes.com](http://ChangeHeroes.com)

Combining deep and meaningful personal insights with lessons on creating social impact, change making and community involvement, the inspirational story of Change Heroes will have us rethinking how we calibrate success and define happiness. This session is not intended to speak to you as a product developer or innovator. It will speak to you as a citizen of the world, rooting for good, while at the same time providing platforms for every individual to make a lasting difference.

Susan Cain's record-smashing TED talk has been viewed over 10 million times, and was named by Bill Gates one of his all-time favorite talks.



# Keynotes

Tuesday, 5:15-6:15

## 2nd Annual Women in Innovation Panel

Kimberly Kleiman-Lee, Senior Executive Leadership Development, GE Crotonville

Denise L. Fletcher, Vice President & Chief Innovation Officer, Healthcare Payer & Pharma (HPP), Xerox Commercial Solutions, LLC

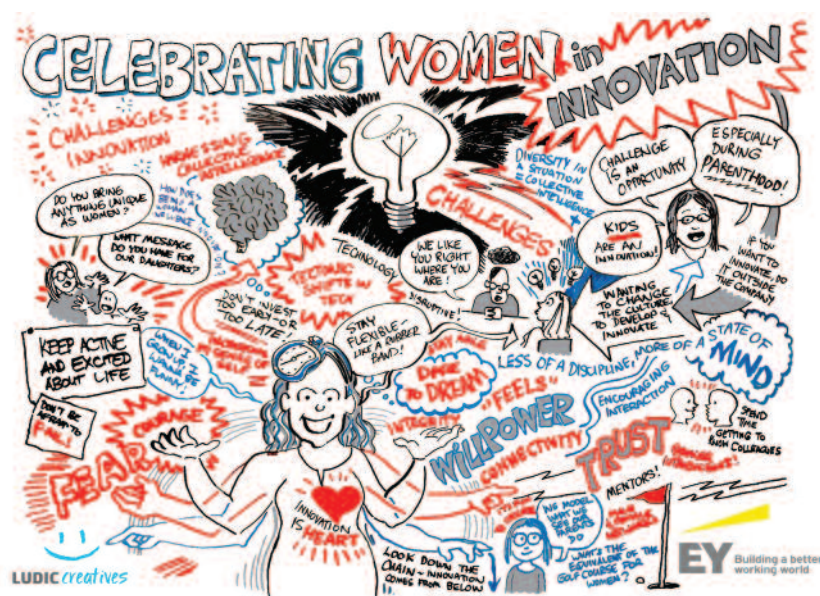
Karen Freidt, Creativity & Innovation Design Program Manager, GROW Mentoring Program Manager, NASA Langley Research Center

Additional Panelists to be Revealed!

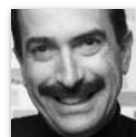
FEI 2013 Keynote Vivek Wadhwa of Singularity University closed his keynote with a call to action, asking all the women in attendance to make their voices heard and inspire more to join the innovation economy. Two years later, FEI is proud to continue to celebrate and support the risks, accomplishments, and challenges faced by women in innovation every day.

### Who Did We Miss?

Send female innovator nominations to Kelly Schram at [kschram@iirusa.com](mailto:kschram@iirusa.com).



Above, a visual recording from the 2014 Women in Innovation Panel where panelists from Google, Coca-Cola, and Xerox emphasized the critical importance making decisions from a place of integrity.



Wednesday, 9:00-9:45

### Leading with Creative Confidence

Tom Kelly, Managing Director, IDEO, Best-Selling Author, *The Confident Creative*

Creativity has become a key success factor for companies of all kinds, and Tom Kelley will show how creative methodologies like design thinking can contribute to innovation and growth. Drawing on research from his New York Times bestseller, *Creative Confidence*, and using real-life examples for illustration, Tom's discusses: Blending technology with humanity at the front end of innovation, so that design and innovation resources focus on areas of human need; Using experimentation to reduce the cost of failure and gain valuable learnings before the launch of a new idea; and Leveraging the power of storytelling to communicate your message and accelerate the adoption of innovations.

"The history of discovery is full of creative serendipity." — Tom Kelley, *Creative Confidence*





Wednesday, 9:45-10:30

## A Disruptive Take on the World: Marketing, Innovation, & What's Next

**Seth Godin, Best-Selling Author**

Marketing guru Seth Godin shares his take on the world- incorporating marketing, innovation and what's next. (the connection economy, soft networks and the rest). A best-selling author 17 times over, Godin once again set the book publishing on its ear by launching a series of four books via Kickstarter. The campaign reached its goal after three hours and ended up becoming the most successful book project ever done this way. His latest, *The Icarus Deception*, argues that we've been brainwashed by industrial propaganda, and pushes us to stand out, not to fit in.



Wednesday, 1:45-2:30

## The User Innovation Paradigm

**Eric von Hippel, T Wilson Professor of Innovation,  
MIT Sloan School of Management**

Studies now show that about 5% of national populations are user innovators. This means that many millions of individual citizens are collectively spending many billions of dollars annually developing and improving products for themselves. Individual user innovation and self-supply activities can increasingly be independent of producers. Indeed, in some ways users innovating and producing for themselves have advantages over producers. Fundamental laws protecting privacy and freedom of speech give user innovators advantages over producers in many respects. For example, users develop and diffuse information on new medical devices without concerns about the FDA: FDA regulatory authority extends to commercial activity only. This keynote presents our current understanding of the user innovation paradigm, and discusses future prospects and opportunities for both users and firms.



*"You must dig deep inside and find the motivation to act on your idea every single day."*  
- FEI Keynote Miki Agrawal on her startup success.



Wednesday, 2:30-3:15

## Shifting Culture and Social Norms through Media and Products

**Miki Agrawal, Co-Founder and Co-CEO, THINX &  
SUPER SPROWTZ**

From pizza to underwear to super heroes, Miki is shifting the culture of entrepreneurship, creating businesses that are focused on more than just the bottom line. Understand why integrating purpose driven missions should be a part of every business's DNA. Miki demonstrates how technology and new innovations are shaping the way we can improve lives all over the world. Miki Agrawal is a force of nature. She was a recipient of the 2013 Tribeca Film Festival's "Disruptive Innovation Award" and named 2013's Forbes' "Top 20 Millenials On a Mission". She is the founder of the acclaimed farm-to-table, alternative pizza concept called WILD in NYC. She has since partnered with Zappos.com CEO Tony Hsieh to open the concept in Downtown Las Vegas.



## FULL DAY IMMERSIONS

Not for those who want to sit back and listen. Full day intensives are designed for the “doers”, those that have resolve to roll up their sleeves and get to work on building new skills and competencies.

### 9:15 - 2:40 **Workshop I: Fixing Innovation, an Open Space Experience**

Facilitated by: Richard Ruth, Advisor, HR Strategic Business Partner, **ELI LILLY AND COMPANY**

#### Why is innovation such a challenge for many, yet so simple and successful for the few?

Many organizations and their senior leadership spend considerable time trying to ensure that they will not be surprised. When their efforts succeed, a degree of comfort is no doubt experienced, but at a pretty hefty price to innovation. Things get dull, and creativity is difficult to find.

#### Fixing innovation

If innovation seems to be such a large part of doing business, for the majority of companies, it remains at best, an unfulfilled promise. The front end is commonly accepted as “fuzzy” for a reason. Process, timing and outcomes can often be nebulous & mysterious. As quickly as projects are able to start, they are just as likely to stall. What’s behind this innovation stagnation and how can we really push innovation forward? What if we turned the fuzzy, the unpredictable, the nebulous, and the mysterious into a strength, rather than a weakness?

Imagine a process where all the most important issues could be raised, if the participants took responsibility for doing so...where all the issues could receive full discussion, to the extent desired... and where priorities could be set and action plans made. Imagine if you could move an idea to implementation, gather the right energy behind it, and plan the execution in a matter of days rather than weeks, months, or year. Now imagine being equipped with the right skills to take this process back to your own organization. It is literally possible to accomplish in days and weeks what some other approaches take months and years to do, using Open Space principles. In Open Space meetings, participants create and manage their own agenda of parallel working sessions around a central theme of strategic importance, working through common challenges, creating new connections, and building successful frameworks on how to move forward together.

*Richard Ruth challenges Lilly employees to gather the right energy behind moving ideas into implementation through open space “unconferences”.*





## 9:15 - 2:40 **Workshop 2:**

### **Inside the Box: The Systematic Inventive Thinking Method**

**Drew Boyd, Co-Author of *Inside the Box: A Proven System of Creativity for Breakthrough Results*, Professor of Marketing and Innovation,**

**CARL LINDNER COLLEGE OF BUSINESS AT UNIVERSITY OF CINCINNATI**

The workshop focuses on how to create value and growth through innovation. Participants learn the skills of innovation and how to successfully apply those skills. They will apply Systematic Inventive Thinking (SIT), a method based on patterns inherent in many innovative products and services. The emphasis is on practical skills, tools, and models that participants can use right away.

Unlike other innovation programs that just talk about innovation, participants in this workshop actually do innovation and feel what it is like to create novel, new-to-the-world concepts for a specific business unit. This experience is critical as it builds confidence and motivation to lead innovation programs. It removes the mystique about innovation and turns it into a core competency.

- Apply the techniques and principles of Systematic Inventive Thinking
- Use the method across a variety of products and services
- Understand best practices in creating innovation "dream teams"

## 9:15 - 2:40 **Workshop 3:**

### **Best of the Best: Learn and Bench Mark your Company against the Top Quartile Practices in the Front End**

**Peter Koen, Director of the Consortium for Corporate Entrepreneurship,**

**STEVENS INSTITUTE OF TECHNOLOGY**

What are the best practices, methods and tools used in the Front End which will consistently increase the value, amount and success probability of high profit concepts entering the new product development funnel? This has been the subject of research of Koen's research (see [www.frontendinnovation.com](http://www.frontendinnovation.com)) since 1998. Results of this research, which brings together practices from over 350 companies in order to provide evidence based top quartile management practices, will be discussed during this highly interactive symposium.

- Learn the most important senior management activities which lead to successful front end outcomes.
- Understand what the most successful tools, techniques and processes which companies may use to maintain and enhance their sustaining product and project platforms.
- Compare your practices against the most successful tools, techniques and processes which companies use to create both transformational and disruptive innovations.



# Monday, May 18th Jumpstarting Innovation Summit

Whether you're an innovation team of 1, 100, or 1,000, jumpstarting the innovation process is plain old hard work. Hear how others across industries have managed to avoid the "start, stall" of innovation to successfully launch innovation initiatives.



**9:00 Welcome and kick-off led by Imaginatik**

## **9:20 The Really Old New Kids on the Street**

David Wong, Senior Director, Innovation and Acceleration Lab, **CME Group**

At the beginning of 2014, CME Group aggressively launched an Innovation & Acceleration Lab and a Corporate Venture Fund. David will share what they have learned in the first year of aggressively launching the Lab and Fund in a 150 year old global derivatives exchange that is one of the most advanced electronic financial and commodity markets underlying our global economy. CME Group have learned a TON from interacting with peers and advisors, and look forward to returning the favor by sharing their top insights, experiences, and learnings with others.

## **10:00 Realizing the Promise of Biotechnology in the Food & Ag Sector**

Gayl Bunes, Senior Program Manager, Biotechnology R&D, **Cargill Inc.**  
Brian Christian, President, **The Inovo Group**

Cargill is one of the leading providers of food, agriculture, financial and industrial products and services in the world and is also the largest privately-held company in the U.S. with \$135 billion in annual revenues. Cargill is in the market today with biotechnology-enabled fermentation and enzyme applications in three of its business segments – food, agriculture and industrial. To create additional growth opportunities through the expanded use of biotechnology, Cargill undertook a strategic innovation project in 2014 with the assistance of The Inovo Group. This presentation will describe the background, review key elements of the methodology and highlight some of the more important outcomes of this project.

## **11:00 An Overnight Success Four Years in the Making: Delivering New Product Outcomes at BBH**

Phil Swisher, Chief Innovation Officer, **BBH**

Share how BBH's innovation team created the majority of the firm's new product pipeline. He will share details of its current structure, process, governance, and measurement, how it was built from scratch, and how the major challenges inherent in building an innovation program were successfully addressed.

## **11:40 Right From the Start: How Companies Have Established Successful Innovation Programs**

Hutch Carpenter, Senior Consultant, **HYPE Innovation**

As organizations increasingly recognize the untapped potential of their workforce, they are seeking to bring employees into the innovation process. This is new and exciting, but it's also a challenge to understand the elements that are needed for success. Over time, companies have experimented and tried different approaches to employee collaborative innovation. From these efforts, key factors have emerged that make these efforts successful. In this session, the lessons of pioneers in collaborative innovation are presented. Attendees will gain an understanding of the core pieces that need to be in place to launch a successful employee innovation program.

## **1:20 Building an Enterprise Capability for Innovation**

Deborah Arcoleo, Director, Innovation Center of Excellence, **The Hershey Company**

Making innovation an integral part of the fabric of a large company is a challenging, multi-year undertaking. At its core (and where most companies do well) is having a well-functioning system for developing and commercializing new products and services. What is often missing is the design and execution of a broader ecosystem for innovation. In this session, you will hear how the Hershey Company is approaching an enterprise-wide approach to innovation – innovation that stretches beyond core and beyond new products, and a holistic approach to building the capabilities for innovation everywhere in the company to drive business value and a culture of innovation.

## **2:00 Using Insights as Ammunition to Align Stakeholders and Focus the Business**

Kara L. Sterner, Director of Innovation, **Bumble Bee Foods**

When a company accepts that its bread & butter category won't be that for much longer, the likely outcome is A) continue to ride the wave for as long as it goes, or B) jump off and catch a new wave. Bumble Bee Seafood's created their own option C) keep riding the current wave and send in a new rider for the next big one because innovation needs a place to start so it can learn and grow. Bumble Bee's Director of Innovation used insights as ammunition to align stakeholders and focus the business in 3 deep fishing grounds, adopted a process that allowed for quick data driven decision making to meet short/mid/long term goals and harnessed the passion of people through idea generation all leveraging lean resources but yielding meaty outcomes. Jumpstarting innovation is exhausting, but with a little bit of focus and a lot of drive, the exhilaration from the journey wins every time.



# Monday, May 18th The Hot List Summit

Staying on top of hot button issues is critical for anyone tasked with innovation. From empathy, to emerging markets, to education, to design thinking, this summit focuses on the topics that everyone is talking about NOW.



## Hot Topic: Emerging Markets

### 9:20 Commercial Innovation in Emerging Markets

Wim Vandenhouwee, Executive Director, Emerging Markets  
Commercial Innovation, Merck

This case study will discuss a practical approach to create a climate that stimulates commercial (non-molecule) innovation in Emerging Markets. It will discuss how to identify innovative ideas across tens of countries, how to support ideation and experimentation with limited resources and time in a much regulated environment. It will share how to reach proof of concept to ultimately scale successful innovations across relevant Emerging Markets.

## Hot Topic: Trust, Fear & IP

### 10:00 How to Rev up your Innovation Commerce Engine to Address the Collision of Intellectual Property and Open Innovation

Peter von Dyck, Chief Executive Officer, eZassi

Open innovation programs have been adopted as companies realize the value of tapping external sources for disruptive ideas, insights and solutions. The Internet of Everything (IoE) is changing product lifecycle management strategies and creating a legal and IP paradigm shift: a shift for which many organizations are not prepared. In this session we will discuss this paradigm shift, the inherent IP risks created by this shift; how to manage these risks; and how to take advantage of powerful collaborative and social R & D partnerships.

## Hot Topic: Empathy

### 11:00 How Deep Human Truths Inspire New Excitement in Consumer Program Innovation

Diana Gabbard, Consumer Insights EOR FVC, BP

BP is a company rich in history and tradition but bringing change into any component of the business can be a challenge. This session shares how uncovering deep human truths broke some old habits in innovation and inspired new excitement in consumer program innovation. Discover how a team that is used to the customary ways of doing business can be transformed into inspired and excited innovators; Learn how consumer empathy can spark innovation and

take you down paths that may not have been explored without the inspiration; Insight into how uncovering deep human truths about your consumer can be useful for strategic design and a launching point for future innovation.

## Hot Topic: Human Centered Design Thinking

### 1:20 Finding the Heffalump in Design Thinking

Kevin C. Cummins, CEO, Batterii

Design Thinking or Human Centered Design has grown exponentially as the need to get closer to customers, to integrate your partners and to understand your market has grown. Today's complex problems require a deeper understanding of the insights that drive competitive solutions. The problem? Human Centered Design has an infinite number of implementations and has been largely limited to in-person experiences. Innovators need a solution where the digital process is matched to their unique workflow and language; where the digital process enhances and extends the in-person experience. Discuss customer successes with Human Centered Design including in-person sessions and extending the engagement digitally across teams and time zones and to capture and retain research, concepts and solutions for re-use.

## Hot Topic: Education

### 2:00 Maintaining America's Competitive Position with a New Corporate Academic Partnership

Karl McDonnell, CEO of Strayer Education, Inc.

Historically, academia has never been connected to business. This didn't matter decades ago, but in today's hyper-connected world, education and business must be inextricably linked in order to maintain America's competitive position. Karl discusses why higher education today needs to be reimaged to fit employer needs, and why the best of academia needs to be built into corporate training. Karl will explore how corporate-academic partnerships are the vital and viable solution for not only developing talent in the workplace and providing a valuable educational experience to employees, but also for a company's survival in today's hyper-competitive economy.

# Monday, May 18th Open Innovation Summit

With the threat of disruption by nontraditional competitors becoming more of a reality than ever, large organizations are all aware of the huge importance of embracing open innovation. These sessions explore various new ecosystems for open collaboration and help you catalyze connected innovation at your organization.



## 9:20 Participation is the New Brand: How Crowdsourcing Delivers Brand & Product Innovation

Shelley Kuipers, Founder & Chief Evangelist, [Chaordix](#)

Crowdsourcing offers a new pathway to sustainable and predictive innovation through the establishment of dynamic and productive community. Exploring real case studies, Chaordix demonstrates how companies are employing crowdsourcing to engage with their crowds for product innovation and brand participation.

## 10:00 University 2.0: New Models for Partnering with Research Communities to Super-Charge your Innovation Ecosystem

Tracey A. Dodenhoff, Founding Director, Center for Research Innovation, [Northeastern University](#)

Universities are hothouses for new ideas and entrepreneurial activity. Once considered “too early” for consideration, Universities interests are now, more than ever, aligned with industry, presenting opportunities to forge valuable connections that accelerate innovation and mitigate risk for growth-minded companies. In this interactive presentation, entrepreneur and consultant Tracey Dodenhoff stimulates new thinking about engaging with the academic innovation ecosystem, providing relevant case studies and sharing tools and tips for forging fruitful university relationships.

## 11:00 COIN: The Connecticut Open Innovation Network for Startup and Corporate Collaboration

Facilitator: Ivy Eisenberg, Founder, [Our IdeaWorks](#)

Jonathan Hartman, Disruptive Technologies Lead, [Sikorsky Innovations](#)

Brien Buckman, Product Management, OpenAPI Platform, [MasterCard](#)

Brian Romasky, Director, New Business Opportunities, [Pitney Bowes](#)

What does collaboration between enterprise-scale companies and

startups look like? The Stamford Innovation Center has created “COIN” – the Connecticut Open Innovation Network – for corporations to connect with each other in order to share practices and insights on Open Innovation and to create productive collaborations between enterprises and the emerging startup community in Fairfield County, Connecticut region. Learn from COIN participants as they discuss what’s working, what needs to work better, and how success can be measured.

## 11:40 Corporate Venturing as an Innovation Tool

Pieter Wolters, Managing Director, DSM Venturing & Licensing, [DSM Innovation Center](#)

Corporate Venturing is a critical open innovation tool for Royal DSM and has been since the early 2000's. More than 50 minority participations in emerging companies over the years brought access to new technologies and business models and provide a window into important developments in business areas that are new to DSM. Recently DSM decided to double its venturing efforts to help meet its ambitious innovation targets in 2020. Learn from DSM's lessons learned and approach to the future.

## 1:20 Moving Towards a More Open, Effective Government

Sandeep Patel, Open Innovation Manager, US Department of Health and Human Services and Co-Founder, [OmusonoLabs](#)

Open innovation is disrupting the traditional culture in government, and the US Dept. of Health and Human Services (HHS) is helping to lead the charge. Through open prize competitions, innovative procurement, and open data, HHS is embracing a new culture, acting as a catalyst for the health sector. These efforts have not only started to break barriers within HHS, but enabled HHS to more effectively collaborate with industry and private citizens on difficult, important problems.

# Track I: FEI UNCUT

## Tuesday & Wednesday, May 19th & 20th

Forget power-points that have to be vetted through layers of corporate approvals. These “uncensored” sessions break down the barriers between presenters and attendees, creating an equal opportunity playing field designed for frank dialogue and raw discussions.

Tuesday, 11:15: **Lean Startup in Large Companies: 3M, Goodyear and Intuit Share their Implementation Experiences**

**Facilitator: Peter Koen, Stevens Institute of Technology**

**Steve Blank, Author, *The Startup Owners Manual***

**Cristin Moran, Front End Manager, 3M**

**James Euchner, Vice President, Innovation, The Goodyear Tire & Rubber Company**

**Hugh Molotsi, Vice President of Innovation, Intuit**

The lean startup process had its origins in entrepreneurial start-ups. Large companies such as 3M, Goodyear and Intuit – among others are beginning to implement the methodology. Each of these companies, in this interactive Q&A session, will share their experiences and lessons learned.

Tuesday, 12:00: **Experimenting at the Edge: Science Fiction, Uncommon Partners & Robots**

**Carin Watson, Managing Director, Corporate Innovation, SU Labs, Singularity University**

**Kyle Nel, Executive Director of Innovation, Lowe's Home Improvement**

Through its unique recipe for innovation and its lab at Singularity University, Lowe's Home Improvement has been able to fast-track a number of transformative initiatives. In this session, Carin and Kyle discuss how entrepreneurs in large organizations can overcome common barriers to innovation and become effective change agents.

Tuesday, 3:15: **Bonus Time with Susan Cain**

**Susan Cain, Best-Selling Author, *QUIET: The Power of Introverts in a World That Can't Stop Talking***

FEI Keynote Susan Cain's book was named the #1 best book of the year by Fast Company magazine, which also named Cain one of its Most Creative People in Business. Cain's book was the subject of a TIME Magazine cover story, and her record-smashing TED talk has been viewed over 10 million times, and was named by Bill Gates one of his all-time favorite talks. Join Susan for 40 minutes of extra Q&A and more personal discussions from topics of interest for you sparked from her keynote.

Tuesday, 4:00: **Technology and Improvisation in Design**

**Jake Barton, National Design Award Winner, Lead Designer for National September 11th Memorial and Museum at the World Trade Center, Founder & Principal, Local Projects**

What's the future for technology? Humans. Interfaces today are almost exclusively Human>Screen, but what about Human>Human interactions that involve technology? Think retail, hospitality, health care, all service businesses are transforming around technology, so how can we use play for our next wave of innovation? Join National Design Award winner Jake Barton for a series of insights in how to use technology and improvisation to create the future.

Wednesday, 11:00: **Bonus Time with Seth Godin**

**Seth Godin, Best-Selling Author**

Seth Godin is the author of 17 books that have been bestsellers around the world and have been translated into more than 35 languages. He writes about the post-industrial revolution, the way ideas spread, marketing, quitting, leadership and most of all, changing everything.

Continuing to push the envelope and make waves in the marketing and publishing worlds, one of his latest endeavors, The Domino Project, completely excludes a traditional print publication for his book, Poke the Box. Come pick the genius brain behind the man responsible for completely revolutionizing the way corporations approach consumers.

Wednesday, 11:45: **CTO Panel: Building a Culture of Innovation**

**Andy Binns, Managing Principal, Change Logic LLC**

**Phil Vickers, Global Head of R&D, Shire Pharmaceuticals**

**Dan Hushon, Chief Technology Officer, Computer Science Corporation**

**Peter Real, Chief Technology Officer, Analog Devices**

They say 'culture eats strategy for breakfast'; turns out it has a hunger for innovation as well. Breaking out of past habits and behaviors can be especially difficult for successful companies. Recent research by the panel Chair, Andy Binns, shows that even contemporary approaches like 'Lean Start-up' and 'Open Innovation' is being killed-off in many corporations by this phenomenon. Using the cases of 4 leading science and technology companies from the panel the session will explore methods and approaches to building a culture of innovation that delivers sustainable results. Each panelist will present a case from their own experience and then engage in a Q&A session with participants to explore this vital topic.



*FEI UNCUT speaker Seth Godin is legendary for pushing people to challenge everything.*



## Track 2: STUDIO SESSIONS

### Tuesday & Wednesday, May 19th & 20th

It's not enough to sit back and listen to what others have done. Studio Sessions focus on getting interactive with the content as you collaborate in groups. These mini workshops ensure that you have actionable take-aways, making it relevant for you and your company.

#### Tuesday, 11:15-12:45: **Innovation, Adaptation, and Knowledge at NASA: Lessons from LCROSS**

**Ed Hoffman, Chief Knowledge Officer, NASA**

NASA projects are often "firsts" or one-of-a-kind missions that require practitioners to innovate, draw on specialized knowledge, and adapt to unanticipated circumstances. Given the opportunity to hitch a ride to the moon with the Lunar Reconnaissance Orbiter, a team at Ames Research Center had 29 months and \$79 million to design and build a spacecraft that would search for water on the moon. The LCROSS (Lunar Crater Observation and Sensing Satellite) team did this by using design principles that are common in frugal innovation. It repurposed existing hardware, and employed off-the-shelf equipment found on Army tanks, carpet fiber recycling hardware, and instruments used for NASCAR. The result was a spacecraft worthy of the 2010 System Engineering Excellence Award. The science it delivered has helped to change our understanding of the moon. The LCROSS case offers insights about NASA's ability to adapt and draw on specialized knowledge across its government/contractor teams.

#### Tuesday, 11:15-12:45: **The New Phenomenon in Driving Authentic, Innovative Corporate Culture**

**Steve Garguilo, TEDxJNJ Curator, Johnson & Johnson**

**Matt Kane, TEDxJNJ Deputy Curator, Johnson & Johnson**

Johnson & Johnson is the first multi-national company to create our own global TEDx program using the power and style of TEDTalks internally to allow colleagues to share ideas. By giving employees permission and a forum to discuss new ideas and new concepts, we have led to tremendous change within Johnson & Johnson over the past year. We have seen numerous ideas go from being presented on the TEDxJNJ stage to becoming actual J&J initiatives, such as a brand new telemedicine project that we are launching in Colombia to benefit patients in rural communities. Our events have been organized in 23 countries and over 40 Johnson & Johnson locations around the world. Our growing community consists of over 4,000 Johnson & Johnson associates. How can these forums for idea sharing be deployed inside a corporation? What specific measures and outcomes does it drive? What are the keys to success?

#### Tuesday, 3:45-5:15: **Exploring the Business Model Canvas with the LEGO® SERIOUS PLAY® Method**

**Per Kristiansen, Global Director, LEGO Serious Play**

This interactive session will introduce the LEGO SERIOUS PLAY method as a tool for developing your business model canvas. The SERIOUS PLAY method is an experiential and innovative way to enhance innovation and business performance. It was developed at LEGO in collaboration with leading researchers in strategy and organizational behavior, be introduced to a hands-on, minds-on approach for making strategy and accelerating change.

#### Tuesday, 3:45-5:15: **How Can You Learn to Think More Innovatively** **Aline Wolff, Ph.D., Associate Professor, Stern School of Business, NYU**

This hands-on experiential workshop will introduce fundamental principles of innovative thinking. Participants will start with an issue, change, or mystery that they'd like to think about in a fresh and new way. Participants will work with one or two others to focus on a specific change they'd like to approach innovatively. We will go through several exercises designed to foster original thinking. These can be either computer based, or pen and paper. All supplies will be provided. The exercises will be debriefed so all participants can learn about other options for a single exercise. Exercises will include introductions to business ethnography, metaphoric thinking, design thinking, with a final exercise in very rapid prototyping. Each participant will experience at least one insight into innovative thinking by applying the technique to a potential work-related project. Additionally, they will have a better understanding of the value of collaboration in innovation, the single quality most referenced in a recent meeting of chief innovation officers.

#### Wednesday, 11:00-12:30: **The Body Mind Connection and Its Role in Innovation Problem Solving**

**Gillian Ferrabee, Director, Creative Lab, Cirque du Soleil Media**

Innovative thinking is its own unique form of 'problem solving' - essentially innovators are looking for third way options, rather than a direct line logical solution, or a compromise. As innovators, we are tasked with discovering the thing that isn't yet visible, and putting existing information together in new formations. In seeking solutions, we often leave out one of our most basic realities, and one of our quickest adapters to new ways of seeing—our own bodies. "Body-mind connection" examples abound from creators and inventors who describe their best ideas, eureka and discoveries that come to them while dancing, walking, while in the shower...in effect, when they are engaged with their bodies and senses. In this interactive session we explore exercises and tools that facilitate and enhance this body-mind connection within the creative space, allowing the innate instinctive intelligence of our bodies and the rich connectivity of our senses, to work collaboratively with our cognitive mind and drive new ideas and more innovative thoughts (as well as intuitive and creative).

#### Wednesday, 11:00-12:30: **Culture: The Catalyst to Innovation**

**Tony Bond, Senior Consultant, Great Place to Work®**

**Mary Tilley, Director, Global Human Resources Team, W.L. Gore**  
**Additional panelists TBA**

You want your company to be more innovative, but HOW? Learn about & apply the model used in the creation of FORTUNE Magazine's annual 100 Best Companies to Work For list. We will explore the key ingredients of an innovative culture and how leaders can build and sustain such an environment. There will be a deep dive into how values, behaviors and the overall climate of an organization serve as the key foundation for driving innovation. As you apply this knowledge to your organization, interact with Innovation & HR duos, from innovation leaders such as W.L. Gore and other FORTUNE 100 Best Companies, and take home their powerful insights into how to partner on culture so that innovation can thrive throughout your company.

# Track 3: **STARTUP LAB**

## Tuesday & Wednesday, May 19th & 20th

Bridge the worlds of the large corporate innovation executive and the lean, nimble start-up. Angel investors, VCs, entrepreneurs and intrepeneurs come together to share insights on how startups think, grow, and innovate.

Tuesday, 11:15: **Connecting with Startups: Here's How to Do It Successfully**  
**Facilitator: Scott Kirshner, Editor of Innovation Leader and Columnist at the Boston Globe**

**Dave Balter, Entrepreneur, Angel Investor, CEO, Smarterer, Venture Advisor, dunnhumby Ventures**  
**Rudina Sesei, Partner, Fairhaven Capital, Entrepreneur in Residence, Harvard Business School**  
**David Chang, COO Paypal Media Network, Angel Investor, Advisor, Former Entrepreneur**  
**Julia Austin, Former VP of Innovation at VMware, Advisor, AustinFish, Co-Founder and CTO, Stealth Start-Up**

Many large organizations assume that the most promising startups will find them — and be eager to partner. But in a world where disruptors like Uber, Dropbox, and Airbnb often choose to go it alone, connecting with customers directly, the world of partnerships has changed completely. There's still big upside in collaborating with startups in your space, but the rules of engagement have changed. We'll ask these investors, entrepreneurs, and big company executives about what the best practices are today for engaging with startups in your industry.

Tuesday, 12:00: **HelloFresh: Disrupting the Grocery Industry**  
**Seth Goldman, CEO, HelloFresh USA**

The grocery industry is poised for tech disruption, and HelloFresh is pioneering new distribution models on how consumers receive their food today. With offices worldwide, HelloFresh is leading the global grocery supply chain revolution by leveraging technology and a JIT operations strategy to put the needs of the consumer first. HelloFresh's meal-kit business model delivers pre-measured, farm-fresh ingredients to the consumers' front door and provides simple, step-by-step thirty-minute recipes to enable customers to cook fresh, healthy meals at home. This flexible, consumer-first business model has led to incredibly high adoption rates, with HelloFresh having delivered 10+ million meals to date.

Tuesday, 3:45: **Startup Partnerships**

**Facilitator: Carin Watson, Managing Director, Corporate Innovation, SU Labs, Singularity University**  
**Additional Corporate and Start-Ups to be announced**

Every large organization is exploring startup partnerships (venturing, prototyping, acquiring) but it's really hard to do it well for a number of reasons. This panel brings together SU Labs members (corporates + entrepreneurs) for a really frank discussion about what works and what doesn't...with some very clear playbook-like takeaways for FEI participants. The panelists will then join attendees at roundtables to further explore what startup partnerships could look like in their organizations.

*Loan officer in rural Kenya administering EFL's application on a loan applicant.*

Tuesday, 4:30: **Frustration & Fax Machines: Two Leading Indicators of Gigantic Opportunity**

**Jon Orban, CEO & Founder, GeneSolve**

If anyone today ever says "Please fax me your information." you can be sure that industry is ripe for disruption. At its core, frustration is a way for people to express a clear desire for something different. After recovering from a life-threatening cycling accident, doctors told Jon he was fine—even though he struggled with serious fatigue and mental acuity issues. Through vigorous research and a strategic partnership with a leading Stanford doctor, Jon not only healed himself, but started GeneSolve. By leveraging a proprietary A.I. software system, GeneSolve enables doctors to radically transform their patient care. The new model flips current standard treatment of waiting to treat a chronic illness to proactively maintaining a patient's optimal health and quality of life.

Wednesday, 11:00: **Philo: Reinventing Television on College Campuses**  
**Tuan Ho, Co-Founder, Philo**

It's a fact: college students want to watch TV on their laptops, smartphones, and tablets—anywhere on campus. And despite systems like Netflix, Hulu, and YouTube, the ability to watch live TV in this manner has remained difficult. Philo is changing that. It's a next-generation TV platform that lets students watch and record live TV on their mobile devices. It's a powerful new technology that puts students in total control over the content that matters to them most. Tuan digs into how he first imagined and created the service, how it's currently impacting student life at dozens of universities across America, and his plans for reinventing the way people watch TV.

Wednesday, 11:45: **Impacting Microfinance across the Globe**  
**Co-Founder, EFL Global**

EFL is a for-profit social enterprise company that is accelerating poverty reduction through the use of innovative tools to help entrepreneurs in emerging markets gain access to capital so they can expand their businesses. EFL is a spin-off from a research project initially with the Harvard Center for International Development, working with many of the largest banks in 25 countries. Find out how EFL continues to innovate by setting up popup design studios around the world that tackle their biggest problems. Such as using a human centered design model to create new content that is easier and more engaging for end users or data insights that will ensure partner success with their tool.



## Track 4: PARTNERING SHOWCASE

### Tuesday & Wednesday, May 18th & 19th

Never underestimate the value of a great idea. Oftentimes this is the difference between a great idea a great innovation. These sessions feature collaborations between client-side organizations and consultants that have led to amazing results.

**Tuesday, 11:15: Illuminating the Consumer: The Difference between Active (Smartphone Ethnography) & Passive (Lifeloggging) Data**  
**Simeon Chow, PhD, Director, Consumer Research Innovation and Infrastructure, Altria Client Services**  
**Matthew Singer, Partner, Egg Strategy**

This engaging session compares the use of emerging technologies as a means to observe consumer lifestyles, consumption behaviors & brand intersections. Together, Simeon and Matthew will interrogate a range of outputs to explore how these methods can best be used to understand consumers and uncover opportunities.

**Tuesday, 3:45: Understanding Tomorrow, Today: A Virtual Trends Tour of the Next Decade**  
**GfK & Colgate-Palmolive**

Understanding the key global trends that most impact our future is vital. This knowledge helps guide innovation, marketing, and communications planning. Join GfK and Colgate-Palmolive as they lead you through a virtual trends tour showcasing the world view over the next decade. This session is jam-packed with examples of how trends are playing out around the globe with case studies, videos and new products. Most importantly, you'll learn how companies like Colgate-Palmolive are using this information and analysis to shape the future.

**Wednesday, 11:00: The Evaluation of Risk and Reward in R&D Project Selection**  
**Kevin Connor, Chief Product Officer, Decision Lens**

R&D project data evolves and changes quickly as projects are conceived and mature. Projects follow a typical "hype cycle" and are prone to anchoring, optimism bias, and the bandwagon effect. The only way to identify and understand these tendencies is to create a basis for fair comparison of projects and test them against the same standards and measures. Organizations need to compare, side-by-side, the potential outcomes and trade-offs of each, at all stages of the lifecycle. While it is often argued that "you can't do that, all projects are unique!", the fact is

they share many common attributes and the quality of assessment differs by lifecycle stage or project class. Capturing and codifying a consistent analysis framework can give strong insight into the qualities and trends among winners and losers.

**Wednesday, 11:45: Beer and Brand Stretch - A Look at Innovation Principles at AB Inbev**

**Brian Perkins, VP Marketing, Budweiser**  
**Alex Waters, President, The Value Engineers**

Brands hunting for serious growth often need to push beyond the boundaries of their category. Brian Perkins, the VP Marketing for Budweiser and Alex Waters, the President of innovation agency The Value Engineers, will share their principles for delivering successful brand extensions into completely new categories having worked together on a slate of new launches at AB Inbev. The session will define how to stretch brands successfully by finding the sweet spot between brand equity, company capability and market opportunity.

**Stay Tuned!**

**Updates coming soon from TNS, InnoCentive and more.**

**Want to get involved? Contact Liz Hinkis at [ehinkis@iirusa.com](mailto:ehinkis@iirusa.com).**



At FEI, your experience extends beyond the 3-day event. FEI is a community whose goal is cohesiveness- mass collaboration and sharing of the smartest, most accomplished thought leaders across industries. We encourage you to participate in the discussions, debates, and story sharing happening every minute on our online forums.



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FrontEndofInnovationBlog.com with 37,191 visitors/yr



1,387 Fans on Facebook (Front End of Innovation)



LinkedIn Group: 28,028 collective members



# Introducing the 2015 FEI Speakers

Just the right mix of inspiration, instigation, and application.

## The Big Picture Thinkers & Theorists: Authors & Academics

Aline Wolff, Ph.D., Associate Professor, Stern School of Business, **NYU**

Dennis Hong, Associate Professor and Founding Director of **RoMeLa** (robotics & Mechanisms Laboratory) at **UCLA**

Drew Boyd is co-author, *Inside the Box: A Proven System of Creativity for Breakthrough Results*, Professor of Marketing and Innovation, **Carl Lindner College of Business at University of Cincinnati**

Ken Zolot, Senior Lecturer in Innovation and Entrepreneurship, **MIT**

Salim Ismail, Global Ambassador and Founding Executive Director, **Singularity University**, Author, *Exponential Organizations*

Seth Godin, **Best-Selling Author**

Steve Blank, Author, *The Startup Owners Manual*

Susan Cain, Author of the award-winning New York Times best seller, *QUIET: The Power of Introverts in A World That Can't Stop Talking*

Tom Kelley, Managing Director, IDEO, Best-Selling Author, *The Confident Creative*

Tracey A. Dodenhoff, Founding Director, Center for Research Innovation, **Northeastern University**

## The Innovators in the Trenches: Cross-Industry Corporate Execs

Bob Rich, Director of Research, **Reebok**

Brian Perkins, VP Marketing, **Budweiser**

Brian Romasky, Director, New Business Opportunities, **Pitney Bowes**

Brien Buckman, Product Management, OpenAPI Platform, **MasterCard**

Carin Watson, Managing Director, Corporate Innovation, SU Labs, **Singularity University**

Cristin Moran, Front End Manager, **3M**

Dan Hushon, Chief Technology Officer, **Computer Science Corporation**

David Wong, Senior Director, Innovation and Acceleration Lab, **CME Group**

Deborah Arcoleo, Director, Innovation Center of Excellence, **The Hershey Company**

Denise L. Fletcher, Vice President & Chief Innovation Officer, Healthcare Payer & Pharma (HPP), **Xerox Commercial Solutions, LLC**

Diana Gabbard, Consumer Insights EOR FVC, **BP**

Ed Hoffman, Chief Knowledge Officer, **NASA**

Gayl Bunes, Senior Program Manager, Biotechnology R&D, **Cargill Inc.**

Gillian Ferrabee, Director, Creative Lab, **Cirque du Soleil Media**

Hugh Molotsi, Vice President, Innovation, **Intuit**

Jake Barton, National Design Award Winner, Lead Designer for **National September 11th Memorial and Museum** at the World Trade Center, Founder & Principal, Local Projects

James Euchner, Vice President, Innovation, **The Goodyear Tire & Rubber Company**

JD Pike, Director of Consumer Insights, **Reebok**

Jonathan Hartman, Disruptive Technologies Lead, **Sikorsky Innovations**

Kara L. Sterner, Director of Innovation, **Bumble Bee Foods**

Karen Freidt, Creativity & Innovation Design Program Manager, GROW Mentoring Program Manager, **NASA Langley Research Center**

Karl McDonnell, CEO, **Strayer Education, Inc.**

Kimberly Kleiman-Lee, Lead, Senior Executive Leadership Development, **GE Crotonville**

Kyle Nel, Executive Director, Lowe's Innovation Labs, **Lowe's**

Mary Tilley, Director, Global Human Resources Team, **W.L. Gore**

Matt Kane, TEDxJNJ Deputy Curator, **Johnson & Johnson**

Matthew Wiandt, Director, Innovation, **Optum Labs**

Per Kristiansen, Global Director, **LEGO Serious Play**

Peter Real, Chief Technology Officer, **Analog Devices**

Phil Swisher, Chief Innovation Officer, **BBH**

Phil Vickers, Global Head of R&D, **Shire Pharmaceuticals**

Pieter Wolters, Managing Director, DSM Venturing & Licensing, **DSM Innovation Center**

Richard Ruth, Advisor, HR Strategic Business Partner, **Eli Lilly & Co**

Rick Smyers, Vice President, Accelerated Innovation, **Fidelity Investments**

Sandeep Patel, Open Innovation Manager, US Department of Health and Human Services and Co-Founder, **OmusonoLabs**

Sanji Fernando, Vice President, Innovation, **Optum Labs**

Simeon Chow, PhD, Director, Consumer Research Innovation and Infrastructure, **Altria Client Services**

Stéphane Bancel, President and Founding Chief Executive Officer, **Moderna**

Steve Garguilo, TEDxJNJ Curator, **Johnson & Johnson**

Wim Vandenhoutwee, Executive Director, Emerging Markets Commercial Innovation, **Merck**

## The Movers and Shakers: Startups, Entrepreneurs VCs, Angel Investors

Co-Founder, **EFL Global**

Dave Balter, Entrepreneur, Angel Investor, CEO, **Smarterer**, Venture Advisor, **dunhumby Ventures**

David Chang, COO, **Paypal Media Network**, Angel Investor, Advisor, Former Entrepreneur

Jon Orban, CEO & Founder, **GeneSolve**

Julia Austin, Former VP of Innovation, **VMware**; Advisor, **AustinFish**, Co-Founder and CTO, **Stealth Start-Up**

Miki Agrawal, Co-Founder and Co-CEO, **THINX** and **SUPER SPROWTZ**

Noubar Afeyan, Co-founder and Chairman, **Moderna**; Managing Partner and CEO, **Flagship Ventures**

Rudina Seseeri, Partner, **Fairhaven Capital**, Entrepreneur in Residence, **Harvard Business School**

Scott Kirshner, Editor of Innovation Leader and columnist, the **Boston Globe**

Seth Goldman, CEO, **HelloFresh**

Taylor Conroy, Founder, **Change Heroes**

Dustin Garis, former Chief Troublemaker at **Procter & Gamble**, and Founder of **LifeProfit**

Tuan Ho, Co-Founder, **Philo**

## The Problem Solvers: Consultants and Solution Providers

Alex Waters, President, **The Value Engineers**

Andy Binns, Managing Principal, **Change Logic LLC**

Brian Christian, President, **The Inovo Group**

Dan Hill, President, **Sensory Logic**

Hutch Carpenter, Senior Consultant, **HYPE Innovation**

Ivy Eisenberg, Founder, **Our IdeaWorks**

Kevin C. Cummins, CEO, **Batterii**

Kevin Connor, Chief Product Officer, **Decision Lens**

Matthew Singer, Partner, **Egg Strategy**

Peter von Dyck, Chief Executive Officer, **eZassi**

Shelley Kuipers, Founder & Chief Evangelist, **Chaordix**

# It's the People who make FEI the must attend event for the industry each year

It's the people who make FEI the must attend event for the industry each year.

Where else can you network **with over 700 of your peers**, with over **85% from the CLIENT SIDE**?

Our fantastic attendees are what make the network, content, and connections so valuable, authentic, and productive.

## Thank You to our Supporters



Want to **get involved?**  
Here's how...

For more info on sponsorship and exhibit opportunities,  
contact Liz Hinkis at [ehinkis@iirusa.com](mailto:ehinkis@iirusa.com) or 1-646-616-7627.

For more info on becoming a media partner,  
please contact Kacey Anderson at [Kanderson@iirusa.com](mailto:Kanderson@iirusa.com) or 1-646-895-7317.

# Enrollment Details

**3 EASY WAYS TO REGISTER**

**CALL:**  
**888.670.8200**  
or Intl: 941.554.3500

**EMAIL:**  
**register@iirusa.com**  
Include code M2704

**ONLINE:**  
**www.frontendofinnovation.com**

Investment Options	Package Includes	Register by Jan 23rd SAVE \$800	Register by Feb 20th SAVE \$700	Register by March 20th SAVE \$600	Register by April 17th SAVE \$500	Register by May 15th SAVE \$400	Standard & Onsite Rate
<b>All Access Pass Days 1, 2 &amp; 3</b>	Access to Monday, Tuesday and Wednesday.	\$3,495	\$3,595	\$3,695	\$3,795	\$3,895	\$4,295
<b>Days 1 &amp; 2 Only</b>	Access to Monday and Tuesday.	\$2,495	\$2,595	\$2,695	\$2,795	\$2,895	\$3,295
<b>Days 2 &amp; 3 Only</b>	Access to Tuesday and Wednesday.	\$2,495	\$2,595	\$2,695	\$2,795	\$2,895	\$3,295

\*If you are attending MONDAY sessions, you MUST choose a workshop or summits.

\*\*Adventure Learning field trip sessions are offered on a FIRST COME FIRST SERVE basis and will fill up. Limit 1 per paid attendee.

## Date & Venue

May 18-20, 2015  
Seaport World Trade Center Boston  
200 Seaport Boulevard  
Boston, MA 02210  
Web: [www.seaportboston.com](http://www.seaportboston.com)  
Phone: 617.385.4212

(This number & website are for general info only)

A block of rooms is on hold at the host hotel for FEI attendees. Reserve your room directly with the Seaport Hotel by calling toll-free 1-877-SEAPORT and requesting the group rate for Front End of Innovation. Discounted room rates are available until April 10th, 2015 or until sold out.

## Send More Save More

SAVE	SEND
\$100 off the current rate	Group of 2
\$250 off the current rate	Group of 3-4
\$500 off the current rate	Group of 5-7
\$750 off the current rate	Group of 8-9
\$1,000 off the current rate	Group of 10+

For groups of 11 or more, please contact Kacey Anderson at [kanderson@iirusa.com](mailto:kanderson@iirusa.com).

\*No two discounts can be combined.

## Do you Qualify for a Discount

- ☒ Is your company speaking or sponsoring at the 2015 event? **Save 20% off the current rate.**
- ☒ Are you a Government, Non-Profit, or Academic? **Save 30% off the standard rate.**

## Group Concierge

The best inspiration and best output comes from getting your team outside the office and into an environment that cultivates learning and enhances creativity. FEI has a dedicated Group Attendance concierge to create customize packages with your conference and business objectives in mind. The larger the team the greater the benefits available to you. Please contact Kacey Anderson at [kanderson@iirusa.com](mailto:kanderson@iirusa.com) to begin creating your organization's personalized group experience today.

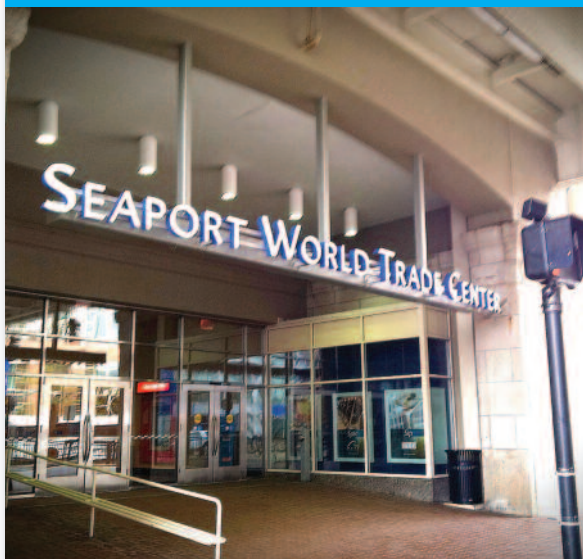
**PAYMENTS:** Payment is due within 30 days of registering. If registering within 30 days of the event, payment is due immediately. Payments may be made by check, Visa, MasterCard, Discover, Diners Club or American Express. Please make all checks payable to the "Institute for International Research, Inc." and write the name of the delegate(s) on the face of the check, as well as our reference code: M2704. If payment has not been received prior to registration the morning of the conference, a credit card hold will be required.

**CANCELTION & SUBSTITUTION:** For information on IIR's cancelation and substitution policy, please visit [www.iirusa.com/feiusa/pricing-info.xml](http://www.iirusa.com/feiusa/pricing-info.xml)

**INCORRECT MAILING INFORMATION:** If you are receiving multiple mailings, have updated information, or would like to be removed from our database, contact 646-895-7417.



**AUXILIARY AID:** Any disabled individual desiring an auxiliary aid for this conference should notify IIR at least 3 weeks prior to the conference in writing, by faxing 212.661.6045.





# FEI2015

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# FEI2015

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BOSTON, MA

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