

FEI THE 15TH ANNUAL
FRONT END OF
INNOVATION

www.FrontEndofInnovation.com

**TRANSFORMING
IDEAS INTO MARKET
WINNING STRATEGIES**

May 8-11, 2017

Boston Seaport World Trade Center
Boston, MA

**THE FATHER OF
DISRUPTIVE INNOVATION**

Clay Christensen

Professor, Harvard Business School,
Best-Selling Author



Bob Sutton
Co-Founder, Stanford d.school,
Author, Scaling Up Excellence



Helene Rutledge
Chief Innovation Officer, New Avon

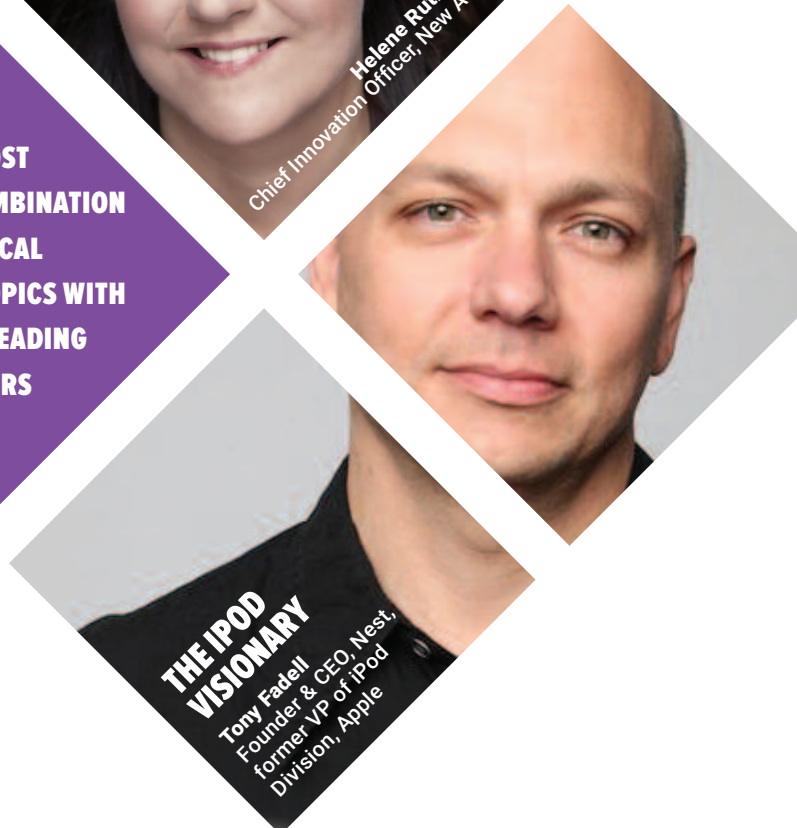
**THE MOST
EXPANSIVE COMBINATION
OF CRITICAL
INNOVATION TOPICS WITH
INDUSTRY-LEADING
SPEAKERS**



Carlos Dominguez
Chief Operating Officer, Sprinklr



Joseph Coughlin
Director, MIT AgeLab



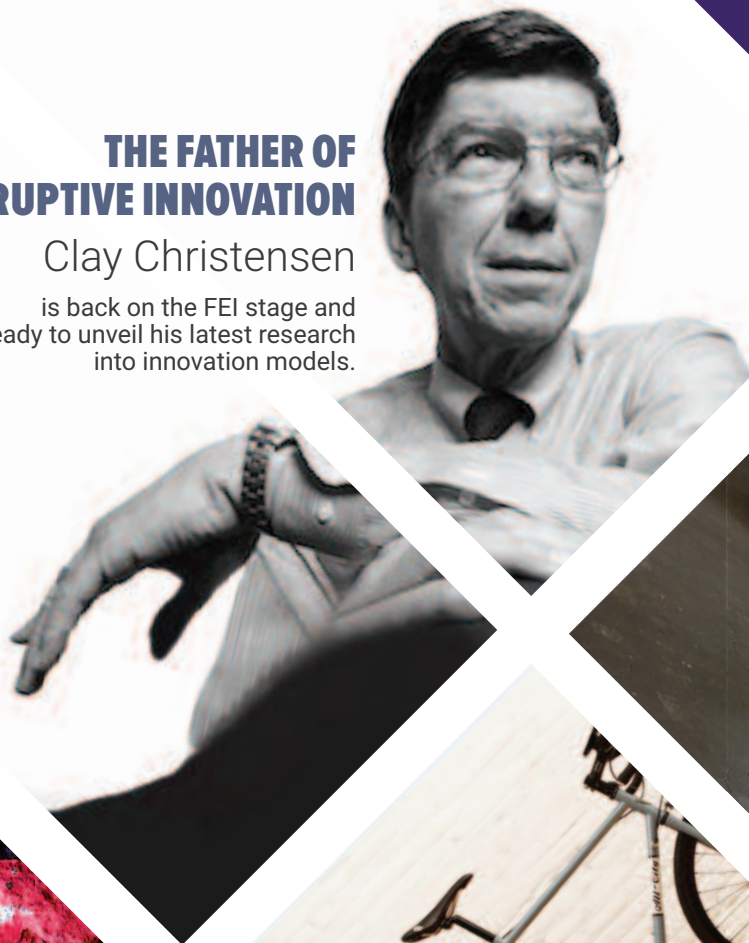
**THE IPOD
VISIONARY**
Tony Fadell
Founder & CEO, Nest,
former VP of iPod
Division, Apple

CAN'T MISS FOR 2017

THE FATHER OF DISRUPTIVE INNOVATION

Clay Christensen

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



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.

FULL DAY ON PARTNERING WITH STARTUPS

MassChallenge
Accelerator

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



HOW STREET GANGS CAN HELP YOU OVERCOME BUREACRACY

Antonio Fernandez

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



DOES YOUR LARGE ORGANIZATION MOVE TOO SLOWLY? THEN YOU'LL SOON BE EXTINCT.

Explore the hottest new
business
models like LEAN
and SPRINT.



INNOVATION EXCURSIONS

Get outside the conference walls and visit local innovation hotspots led by their innovation teams like IDEO, Fidelity Labs, Sam Adams Brewery and Superpedestrian.

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

ACTIVITIES:

1. Board for a Day
2. Hack-a-Partnership Competition
3. Late Afternoon Startup Showcase and Networking Reception

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**
Robert Sutton, Professor, Co-Founder of the **Stanford d.school**, Best-Selling Author, *Scaling Up Excellence: Getting to More Without Settling for Less*

10:45 Morning Networking Break

..... 6 CONCURRENT BREAK-OUT TRACKS

TRACK 1 CHIEF INNOVATION OFFICER FORUM	TRACK 2 DESIGN THINKING	TRACK 3 CUSTOMER DRIVEN INNOVATION	TRACK 4 SPARKING CULTURE CHANGE	TRACK 5 GROWTH STRATEGY	TRACK 6 BUSINESS MODEL INNOVATION
11:15: Track Welcome	11:15: Track Welcome	11:15: Track Welcome	11:15: SciFutures Welcome	11:15: BrandJuice Welcome	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	11:30: Q&A with Keynote Robert Sutton Robert Sutton, Stanford d.school , Author, <i>Scaling Up Excellence</i>	11:30: Customer Driven Innovation at UnitedHealthcare Mark Jones, UHC	11:30: WORKSHOP//DOUBLE SESSION Breaking Through: How to Overcome Obstacles to Innovation at Large, Traditional Companies Marty Yudkovitz, Disney	11:30: WORKSHOP//DOUBLE 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	11:30: WORKSHOP//DOUBLE SESSION Lean Startup in Large Enterprises (aka How to Achieve Success in Breakthrough Innovations) Peter Koen, Stevens Institute of Technology
12:15: The Key to Corporate Longevity? Disrupting Yourself Bharath Kadaba, Intuit	12:15: Scaling Up Excellence at Capital One Evelyn Huang, Capital One	12:15: A Long Journey on the Fast Road Eliot Roth, Consumer Insights			

..... 1:00: Lunch

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 Miguel Encarnacao, ACT	2:15: The Counterintuitive Magic of Specificity Ron Voigt, X-Rite Pantone	2:15: WORKSHOP//DOUBLE SESSION FEI 2017 - Help us Beat Cancer Sooner Zoe Regent, Cancer.org	2:15: Disrupt Yourself First – True Innovation Means Empowering Employees Alex Goryachev, Cisco Corporate Strategic Innovation Group	2:15: Driving Growth Strategy Adrian Albus, Zipcar	2:15: Get Involved Contact Liz Hinkis at elizabeth.hinkis@KNect365.com or 646-616-7627.
3:00: Designing for Sustainable Innovation - A Tale of Integration and Persuasion Miguel Encarnação, 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: 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 Transamerica Marketing Innovation Lab, former Chief Customer Advocate, **Transamerica**

6 CONCURRENT BREAK-OUT TRACKS

TRACK 1 CHIEF INNOVATION OFFICER FORUM	TRACK 2 DESIGN THINKING	TRACK 3 CUSTOMER DRIVEN INNOVATION	TRACK 4 SPARKING CULTURE CHANGE	TRACK 5 DISRUPTIVE TRENDS & TECH	TRACK 6 BUSINESS MODEL INNOVATION
11:10: Track Welcome	11:10: Track Welcome	11:10: Track Welcome	11:10: SciFutures Welcome	11:10: BrandJuice Welcome	11:10: Track Welcome
11:15: New Avon, a 130-Year Old, \$1B Start-Up – Reinventing an Iconic Brand Helene Rutledge, New Avon	11:15: The Power Behind Empathy and Storytelling Tim Urmston, Seek	11:15: WORKSHOP//DOUBLE SESSION Clay Christensen Workshop Clay Christensen, Best-Selling Author, <i>The Innovators Dilemma</i> & <i>Competing Against Luck</i>	11:15: Unleashing Innovation: Corporate Activism Celine Schillinger, Sanofi Pasteur	11:15: Betterment, The Future of Retail & Maslow Lindsay Angelo, Lululemon	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 III, 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	12:00: PANEL: Sprinting in the Face of Uncertainty Ann Thompson, The Garage Group Kirsten Aune, General Mills Vera Harrington, Liberty Mutual William Singleton, Wrigley

12:45: 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**

2:00: Confessions of a Former CIO Jim Stikeleather, Dell Wayne Delker, Clorox Denise Fletcher, Xerox Aaron Proietti, Transamerica	2:00: WORKSHOP//DOUBLE SESSION Innovation: 1% Inspiration, 99% Design Thinking. Stephen Gates, Citi	2:00: How Effective Insights Fuel Innovation Speaker TBA, GfK	2:00: WORKSHOP//DOUBLE SESSION Creating Highly Effective Innovation Leaders by Bringing Yourself into the Innovation Process Karen Tilsta, Florida Hospital Innovation Lab, Orlando Magic Innovation Lab	2:00: Journey into Connected Appliances and the IoT Rachael Schwartz, Keurig Connect, Keurig Green Mountain	2:00: Igniting Sprint: Practical Hacks Corporates Must Adopt Check FEI website for updates on speakers
2:45: Internal Disruption: The Relationship between the CIO and Innovation Team Terry Bradwell, AARP Anne Marie Kilgallon, AARP		2:45: Inspiring Innovation from a Deeper Level Diana Gabbard, US Cellular Theresa Acheson, US Cellular		2:45: Insights from The Hershey Company's Advanced Technology Lab Lina Yang, The Hershey Company	2:45: Sprint Approach to an Innovative New Value Proposition: 5 Days From Idea Inception to In-The-Wild MVP Testing

3:30: Afternoon Networking Break

- 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 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

- 11:00 **KEYNOTE: How Tomorrow's Innovation and Technology Can Impact your Business Today**
Carlos Dominguez, President & COO, **Sprinklr**
- 11:45 **KEYNOTE: Fail to Innovate: How to Make Failing a Competitive Advantage**
Soon Yu, former Global Vice President of Innovation at **VF Corp**, Author of the forthcoming book *Iconic Advantage*

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

FEI ADVENTURE LEARNING: FIELD TRIP SESSIONS

Extend the FEI adventure beyond the walls of the event. Boston is home to some incredible innovation stories and innovation environments. These field trip sessions facilitate real-life exploration as you go to corporate innovation hot spots like IDEO, Sam Adams Brewery, and Superpedestrian- all led by their innovation/R&D teams.

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.



NOTE:

Field trips have limited capacity. They WILL SELL OUT and are on a first come, first serve basis.

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**

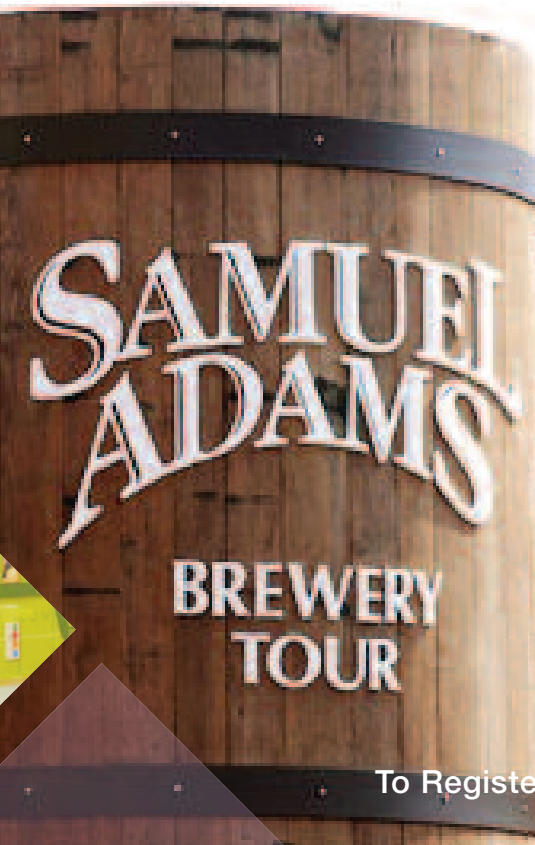
1. Building Organizational Structures and Internal Advocates to Support External Collaborations
2. Assessing Startups: Normalizing the Potential-to-Risk Ratio
3. Assembling an All-Star External Innovation Network to Uncover the Right Opportunities

◆ **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.



FEI DAY ONE KEYNOTES: TUESDAY, MAY 9TH

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 <i>Free the Idea Monkey</i> , <i>Brand New: Solving the Innovation Paradox</i> , and <i>Flirting With the Uninterested—Innovating in a “Sold, Not Bought” Category</i> . 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 Hatrick, 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 Hatrick 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, Professor, Co-Founder of the Stanford d.school , Best-Selling Author, <i>Scaling Up Excellence: Getting to More Without Settling for Less</i>	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, <i>Play Bigger: How Pirates, Dreamers, and Innovators Create and Dominate Markets</i> , 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



Mike Maddock



Peter Koen



Mike Hatrick



Bob Sutton



Chris Lochhead

TRACK 1 CHIEF INNOVATION OFFICER FORUM

11:15: **Chairperson Welcome**

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.

2:15: **PANEL: Why Innovation Should Never be Considered "Everyone's Job"**

Lauren van Heerden, Chief Innovation Officer, **Brookstone**
Zach Gipson, Chief Innovation Officer, **USAA**
Miguel Encarnacao, Chief Innovation Officer, **ACT**

While in theory innovation should be everyone's job, in reality it's not. When push comes to shove, successful organizations realize that innovation direction, leadership, and accountability must have a direct seat at the executive table. Explore the role of today's Chief Innovation Officer, how they create systematic innovation programs that can be directly linked to growth improvements, and the ideal structure for the innovation team of the future.

3:00: **Designing for Sustainable Innovation - A Tale of Integration and Persuasion**

Dr. L. Miguel Encarnação, Chief Innovation Officer, **ACT**

Innovation culture doesn't exist. Neither do corporate innovators. What does exist throughout all industries is corporate culture, which does – or does not – allow for the pursuit of company-wide efforts aimed at continuously creating competitive advantage and growth. This means that innovation doesn't have to be justified as yet another effort on top of daily operations. Instead it can be defined as a complementary corporate objective, drawing from established corporate structures and capabilities, while introducing new connective tissue among previously disconnected corporate processes and resources. Explore a framework that allows for such integrative approach to innovation as well as addresses how to use principles of persuasive design.

TRACK 2 DESIGN THINKING

11:15: **Chairperson Welcome**

11:30: **Q&A with Keynote Robert Sutton**

Robert Sutton, Professor, Co-Founder of the **Stanford d.school**, Best-Selling author, **Scaling Up Excellence**

Get more in depth on innovation, leadership, design thinking, the links between managerial knowledge and organization action, scaling excellence, and workplace dynamics. Robert is also a Professor of Management Science and Engineering and a Professor of Organizational Behavior at Stanford, as well as the co-founder of the Center for Work, Technology and Organization.

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.

1:00: **Lunch in the Innovation Pavillion**

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.

TRACK 3 CUSTOMER DRIVEN INNOVATION

11:15: **Chairperson Welcome**

11:30: **Customer Driven Innovation at UnitedHealthcare**

Mark Jones, VP of Design, **UHC**

Please visit the website at www.FrontEndofInnovation.com for the most up to date information on this session delivered by UnitedHealthcare.

12:15: **A Long Journey on the Fast Road**

Eliot Roth, President, **Consumer Insights**

The fairlife brand experienced amazing success in the launch of its innovative, Ultra-Filtered milk. What's next? The fairlife brand created a multi-phase process to identify and optimize multiple consumer focused opportunities, including defining platforms, understanding consumer needs within each platform, designing products against each consumer group and then optimizing products and consumer communications. Through the journey, multiple consumer understanding techniques were conducted across many component studies.

2:15: **WORKSHOP//DOUBLE SESSION**

FEI 2017 - Help us Beat Cancer Sooner

Zoe Regent, Head of Innovation, **Cancer.org**

Cancer Research UK is a cancer research and awareness charity based in the UK. Our work is almost entirely funded by the public and we are the largest independent research organisation in the world, dedicated to fighting cancer. Innovation is at the heart of what we do, in science, in policy and in fundraising. Today the fundraising and marketing innovation team share some of their recent stories - talking through how collaboration across the organization has delivered real ideas which will raise money that saves lives. The CRUK Innovation team will demonstrate how and where they use external sources of inspiration to build big ideas that will really engage supporters and make a difference. The session will culminate in a hands on ideation session where the team will share some of their freshest tools and techniques to generate new ideas to help beat cancer sooner.

TRACK 4 SPARKING CULTURE CHANGE

11:15: **Chairperson Welcome**
Ari Popper, Founder & CEO, **SciFutures**

11:30: **WORKSHOP//DOUBLE SESSION**
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.

TRACK 5 GROWTH STRATEGY

11:15: **Chairperson Welcome**
Peter Murane, Founder & CEO of **BrandJuice**

11:30: **WORKSHOP//DOUBLE SESSION**
Achieving Real Impact – and Communicating It

Brian Tilzer, Senior Vice President, Chief Digital Officer, **CVS Health**

Mona Vernon, Vice President, **Thomson Reuters Labs**

Robert Urban, Global Head, **Johnson & Johnson Innovation**
Scott Kirsner, Editor & Co-Founder, **Innovation Leader**

What are you doing at your company to move the needle in a way that matters to the organization, and how are you communicating it to everyone from senior leadership to front-line employees? We'll share examples of what's working and how you're spreading the message, along with several long-time corporate innovators and observations from Innovation Leader Editor Scott Kirsner.

TRACK 6 BUSINESS MODEL INNOVATION

11:15: **Chairperson Welcome**

11:30: **WORKSHOP//DOUBLE SESSION**
Lean Startup in Large Enterprises (aka How to Achieve Success in Breakthrough Innovations)

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

Why do large companies have trouble with breakthrough innovation? Many large companies try to fit breakthrough innovations into the same process they use for incremental innovations. However, the search for breakthrough innovations is not a larger version of the search for incremental innovations. The probability of success in the development of a scaleable and repeatable breakthrough innovation dramatically increases by using a learning strategy (i.e. lean startup) and developing a temporary ambidextrous organization. Learn what works and what doesn't by evaluating real examples of how large enterprises have modified the methodologies to fit with their culture and organizational structure.

•Session limited to 50 people.

1:00: **Lunch in the Innovation Pavillion**

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.

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.

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: **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.

2:15: **Get Involved**

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

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.

FEI DAY TWO KEYNOTES: WEDNESDAY, MAY 10TH

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, <i>Competing Against Luck</i> , 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	David S. Duncan, Co-Author of <i>Competing Against Luck</i> 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: Commonalities 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 <i>Disruptive Demographics</i> and contributes to <i>Wall Street Journal</i> , <i>MarketWatch</i> . 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



David S. Duncan



Clay Christensen



Joseph Coughlin



TRACK 1 CHIEF INNOVATION OFFICER FORUM

11:10: **Chairperson Welcome**

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 an industry award recognition to full, in-market business success.

2:00: **PANEL: Confessions of a Former CIO**
Aaron Proietti, 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.

TRACK 2 DESIGN THINKING

11:15: **Chairperson Welcome**

11:15: **The Power Behind Empathy and Storytelling**
Tim Urmston, **Seek**

We believe engaging your head, heart & gut is the best way to innovate. An empathetic connection with real people leads to an understanding of the "why" behind their behavior. The majority of our industry communicates research findings through reports or presentations filled with facts & figures. Share the power of full body problem solving. He demonstrates how our brains are wired for stories and why stories elicit emotion and create empathic connections. Empathy for our consumers engages our imagination and inspires meaningful innovation. Effective storytelling can transform the brand-to-consumer relationship into a human-to-human relationship.

12:00: **What comes after Human Centered Design?**
Dave Weissburg, Director, Design Strategy, **FidelityLabs**

Human Centered Design provides useful methods that leverages empathy, sense-making and prototyping mindsets to inspire the development of emotionally and functionally valuable human experiences. It's always worth asking if HCD is the pinnacle of our craft? We consistently see the need to design for the person in the middle of our framework as well as their relationships with others. Even as we work to master our Human Centered craft, we are thinking about what we might consistently layer on, what might help us stand on the shoulders of giants to help us see more. Is it Relationship Centered Design?

12:45: **Lunch in the Exhibit Hall**

2:00: **WORKSHOP//DOUBLE SESSION**
Innovation: 1% Inspiration, 99% Design Thinking.

Stephen Gates, Global Head of Design, **Citi**

More and more companies are embracing Design Thinking but this often feels more like madness than a method for designing, prototyping and testing. During this interactive workshop Stephen Gates, Global Head of Design at Citi and IDEO certified Design Thinking trainer will walk you through how to implement Design Thinking to drive innovation in your company and take you through the phases of inspiration, ideation, and implementation.

TRACK 3 CUSTOMER DRIVEN INNOVATION

11:15: **Chairperson Welcome**

11:15: **WORKSHOP//DOUBLE SESSION**
Clay Christensen Workshop: Innovation and Customer Choice

Clay Christensen, Best-Selling Author

After his keynote, Clay delves deep into several well-known companies that have really mastered the art of customer-centered innovation- explaining why no competitor has come close to copying IKEA in more than 40 years; how sleepy Southern New Hampshire University became one of the biggest success stories in continuing education of the last decade, and why Intuit's Quick Books dominated the market just months after launching. Join him for this double length workshop to see how your company can link innovation and customer choice.

2:00: **How Insights Fuel Effective Innovation**
Speaker TBA, **GfK**

Please visit the website at www.FrontEndofInnovation.com for the most up to date information on this session delivered by GfK.

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.

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**
Vera Harrington, AVP Innovation - Trends and Insights, **Liberty Mutual**

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.

12:45: **Lunch in the Exhibit Hall**

2:00: **WORKSHOP//DOUBLE 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.

2:00: **Igniting Sprint: Practical Hacks Corporates Must Adopt**

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 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

We'll overview each step, share the approach and tools we used, and tips for how we brought leadership on the journey to apply Sprint, Design Thinking and Lean to a specific new initiative.

FEI DAY THREE KEYNOTES: THURSDAY, MAY 11TH

8:45	CHAIR WELCOME: Welcome from your FEI 2017 Host	Mike Maddock, Founding Partner & CEO, Maddock Douglas
9:45	Setting Constraints, Ignoring Experts & Embracing Self-Doubt Tony Fadell, Founder and CEO of Nest , Former SVP of Apple's iPod Division	Tony Fadell is the founder and former CEO of Next. Prior to Nest, founded in 2010 and acquired by Google in 2014, Fadell was the SVP of Apple's iPod division, 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.
11:00	How Tomorrow's Innovation and Technology Can Impact your Business Today Carlos Dominguez, President & COO, Sprinklr	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.
11:45	Fail to Innovate: How to Make Failing a Competitive Advantage Soon Yu, former Global Vice President of Innovation at VF Corp. , Author of the forthcoming book Iconic Advantage	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?
1:45	Using Open to Solve Wicked Problems (and Overcoming Resistance in the Process) Hila Lifshitz, Profession of Information, Operations and Management Sciences, NYU Stern	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&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.
2:15	Marijuana is the Future of Tobacco Alan Gertner, Co-Founder & CEO, Tokyo Smoke	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.
2:45	Wrap Up & CClose of FEI 2017	Mike Maddock, Founding Partner & CEO, Maddock Douglas



Soon Yu

Tony Fadell

Carlos Dominguez

Alan Gertner

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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**

RETAIL

Alan Gertner, Co-Founder & CEO, **Tokyo Smoke**

Brian Tilzer, Senior Vice President, Chief Digital Officer, **CVS Health**

Lauren van Heerden, Chief Innovation Officer, **Brookstone**

Lindsay Angelo, Head of Strategy & Innovation, **Lululemon**

AUTOMOTIVE & MANUFACTURING

Adrian Albus, Growth Strategy Leader, **Zipcar**

Bob Cancalosi, Director of Customer Leadership Education, **GE Corporate**

Jim Stikeleather, former Chief Innovation Officer, **Dell**

Mike Hatrick, Global Head IP Strategy & Portfolio, **Volvo Group Trucks Technology**

Sushil Borde, Vice President, Innovation, **Reliance Industries Limited**

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Miguel Encarnacao, Chief Innovation Officer, **ACT**

TECHNOLOGY SERVICES

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

Bharath Kadaba, Chief Innovation Officer, **Intuit**

Linda Bernardi, Former Chief Innovation Officer, **IBM**

Tony Fadell, Founder, **Nest**

INSURANCE & FINANCIAL SERVICES

Aaron Proietti, former Chief Innovation Officer, **Transamerica**

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Dave Weissburg, Director, Design Strategy, **Fidelity Labs**

Evelyn Huang, VP of Design Thinking and Strategy, **Capital One**

Stephen Gates, Global Head of Design, **Citi**

Terry Bradwell, Chief Innovation Officer, **AARP**

Anne Marie Kilgallon, Vice President, Innovation, **AARP**

Vera Harrington, AVP Innovation - Trends and Insights, **Liberty Mutual**

Zach Gipson, Chief Innovation Officer, **USAA**

PHARMA & HEALTHCARE

Celine Schillinger, Head, Quality Innovation & Engagement, **Sanofi Pasteur**

Denise Fletcher, former Chief Innovation Officer, Payer & Pharma, **Xerox**

Karen Tilsta, Co-Founder, **Florida Hospital Innovation Lab**, Co-founder, **Orlando Magic Innovation Lab**

Mark Jones, VP of Design, **UnitedHealthcare**

Robert Urban, Global Head, **Johnson & Johnson Innovation**

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TELECOMS

Diana Gabbard, Director of Consumer Insights, **US Cellular**

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

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Daniel Cherry III, Chief Marketing & Innovation Officer, **New Jersey Devils & Prudential Center**

Mona Vernon, 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, Profession 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**

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A block of rooms is on hold at the host hotel for FEI attendees. Reserve your room directly with the Seaport Hotel by calling **1-877-SEAPORT** and requesting the group rate for Front End of Innovation. Discounted room rates are available until April 7th, 2017 or until sold out.

IF YOU ARE A BOOKING CONTACT: Please note that field trips and Monday at MassChallenge are a separate registration and will fill up. You must register early to secure your spot.

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