YOUR THREE DAY SNAPSHOT

We all get into ruts where we start going through the motions. The 2015 program is designed to reinvigorate your innovation fire and create avenues for both personal inspiration and business application. Throughout the event, choose from adventure learning sessions outside the conference walls, studio working sessions where you get collaborative with peers, startup lab presentations that push you to think like an entrepreneur, and big picture visionaries who challenge your accepted.

Day One: MONDAY, MAY 18th
8:15: Registration Opens
9:05: Welcome to Day One
9:15-2:40: Jump Back and Forth between Three Concurrent Summits
- Summit 1: Jumpstarting Innovation
- Summit 2: The Hot List
- Summit 3: Open Innovation
OR Choose One Workshop
- Workshop 1: Fixing Innovation, an Open Space Experience
- Workshop 2: The Systematic Inventive Thinking Method
- Workshop 3: Bench Mark your Company against the Top Quartile Practices in the Front End
3:00: General Session Begins with Peter Koen Welcome
3:30: Dennis Hong ROBOTICS Keynote
4:15: Dustin Garis HUMAN INNOVATION Keynote
5:00: Monday Night Cocktail Reception
6:00: Close of Day One

Day Two: TUESDAY, MAY 19th
8:00: Registration Opens
8:45: Chairperson Welcome
9:00: Salim Ismail EXPONENTIAL ORGANIZATOINS Keynote
9:45: Steve Blank LEAN START-UP Keynote
10:45: Morning Break
11:15-12:45: Jump Back and Forth between Break-Out Tracks
- Track 1: FEI Uncut
- Track 2: Studio Sessions
- Track 3: Startup Lab
- Track 4: Partner Showcase
OR Two Adventure Learning Field Trips
- Trip 1: Pfizer
- Trip 2: Fidelity Labs
12:45: Lunch
12:00-3:15: Adventure Learning Field Trips
- Trip 1: HubSpot
- Trip 2: Reebok
12:30: Lunch
1:00-3:15: Adventure Learning Field Trips
- Trip 1: Northeastern University
- Trip 2: Optum Labs
OR Closing Keynotes
1:45: Eric von Hippel USER INSPIRED INNOVATION Keynote
2:30: Miki Agrawal SOCIAL ENTREPRENEUSHIP Keynote
3:15: Close of FEI 2015
# FEI Day One

**Monday, May 18th**

Summits, Workshops, and Keynotes

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## Choose One Workshop

| 9:15-2:40: | **FULL DAY WORKSHOP 1**<br>Fixing Innovation, an Open Space Experience<br>Facilitated by: Richard Ruth, Advisor, HR Strategic Business Partner, ELI LILLY AND COMPANY |
| 9:20: | **FULL DAY WORKSHOP 2**<br>Inside the Box: The Systematic Inventive Thinking Method<br>Drew Boyd, 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 |
| 9:45: | **FULL DAY WORKSHOP 3**<br>Best of the Best: Learn and Bench Mark your Company against the Top Quartile Practices in the Front End<br>Peter Koen, Director of the Consortium for Corporate Entrepreneurship, Stevens Institute of Technology |

### Jumpstarting Innovation

| 9:20: | The Really Old New Kids on the Street<br>David Wong, Senior Director, Innovation and Acceleration Lab, CME Group |
| 10:00: | Realizing the Promise of Biotechnology in the Food & Ag Sector<br>Gayl Bunes, Senior Program Manager, Biotechnology R&D, Cargill Inc<br>Brian Christian, President, The Inovo Group |
| 11:00: | An Overnight Success Four Years in the Making: Delivering New Product Outcomes at BBH<br>Phil Swisher, Chief Innovation Officer, BBH |
| 11:40: | Right from the Start: How Companies Have Established Successful Innovation Programs<br>Hutch Carpenter, Senior Consultant, HYPE Innovation |

### The Hot List

| 9:20: | EMERGING MARKETS: Commercial Innovation in Emerging Markets<br>Wim Vandenhouweele, Executive Director, Emerging Markets<br>Commercial Innovation, Merck |
| 10:00: | Trust, Fear & IP | How to Rev up your Innovation Commerce Engine to Address the Collision of Intellectual Property and Open Innovation<br>Peter von Dyck, Chief Executive Officer, e-Zassi |
| 11:00: | EMPATHY: How Deep Human Truths Inspire New Excitement in Consumer Program Innovation<br>Diana Gabbard, Consumer Insights EOR FVC, BP |
| 11:40: | Get Involved<br>Email Liz Hinkis at ehhinkis@iirusa.com |

### Open Innovation

| 9:20: | Participation is the New Brand: How Crowdsourcing Delivers Brand & Product Innovation<br>Shelley Kuipers, Founder & Chief Evangelist, Chaordix |
| 10:00: | University 2.0: New Models for Partnering with Research Communities to Super-Charge your Innovation Ecosystem<br>Tracey A. Dodenhoff, Founding Director, Center for Research Innovation, Northeastern University |

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## Opening Night Keynotes Begin

| 3:05: | KEYNOTE: Welcome from Peter Koen, FEI Advisory Board Chair<br>Peter Koen, Associate Professor, Wesley J. Howe School of Technology Management, Director of the Consortium for Corporate Entrepreneurship, Stevens Institute of Technology |
| 3:30: | KEYNOTE: Humanoids: From Kicking a Ball to Saving Lives<br>Dennis Hong, Associate Professor and Founding Director of RoMeLa (robotics & Mechanisms Laboratory) at UCLA |
| 4:15: | KEYNOTE: Human Innovation: Life’s About to Get Interesting…<br>Dustin Garis, former Chief Troublemaker at Procter & Gamble, and Founder of LifeProfit |

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| 5:00: | Open Innovation | Incite Your Inner Disruptor Opening Night Cocktail Reception |
FEI DAY TWO  TUESDAY, MAY 19TH
Keynotes, Break-Outs, and Adventure Learning

9:00:  KEYNOTE:  Exponential Organizations
Salim Ismail, Global Ambassador and Founding Executive Director, Singularity University, Author, Exponential Organizations

9:45:  KEYNOTE:  Dealing with Disruptive Innovation: How Big Corporations Can Think Like Lean Startups
Steve Blank, Author- The Startup Owners Manual, Educator, Serial Entrepreneur

10:30:  Morning Break

STUDIO SESSIONS

11:15: Lean Startup in Large Companies
Facilitator: Peter Koen, Stevens Institute of Technology
Steve Blank, Author, Entrepreneur, Educator
Cristin Moran, Front End Manager, 3M
James Euchner, VP, Global Innovation, Goodyear
Hugh Molotsi, Vice President of Innovation, Intuit

11:15: Innovation, Adaptation and Knowledge at NASA: Lessons from LCROSS
Ed Hoffman, Chief Knowledge Officer, NASA

11:15: The New Phenomenon in Driving Authentic, Innovative Corporate Culture
Steve Gargiulo, TEDxJNJ Curator, Johnson & Johnson
Matt Kane, TEDxJNJ Deputy Curator, Johnson & Johnson

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

THE STARTUP LAB

11:15: Connecting with Startups: Facilitator: Scott Kirshner, Boston Globe
Dave Balter, Entrepreneur, Angel Investor, CEO, Smarterer
Rudina Seseri, Entrepreneur in Residence, Harvard Business School
David Chang, COO, PayPal Media Network, Angel Investor
Julia Austin, Co-Founder and CTO, Stealth Start-Up

12:00: Frustration & Fax Machines: Two Leading Indicators of Gigantic Opportunity
Jon Orban, CEO & Founder, GeneSolve

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

12:45: Luncheon for FEI Participants Hosted by GLG

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

3:15: Exploring the Business Model Canvas with the LEGO® SERIOUS PLAY® Method
Per Kristiansen, Global Director, LEGO Serious Play

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

3:15: Startup Partnerships
Carin Watson, Managing Director, Corporate Innovation, SU Labs, Singularity University
Additional Corporate and Start-Ups to be announced

3:15: Understanding Tomorrow, Today: A Virtual Trends Tour of the Next Decade
GfK & Colgate-Palmolive

ADVANCE LEARNING FIELD TRIPS

11:00: Moderna Therapeutics
Led by Stéphane Bancel, President and Founding Chief Executive Officer and Noura Afeyan, Co-founder and Chairman, Moderna; Managing Partner and CEO, Flagship Ventures

11:00: MassChallenge
Led by: MassChallenge innovation team

3:15: Fidelity Labs
(a UnitedHealth Group company and Mayo Clinic partnership)

Rick Smyers, VP Accelerated Innovation, Fidelity Investments
Ken Zolot, Senior Lecturer in Innovation and Entrepreneurship at MIT

2:00:  KEYNOTE:  Disruption for the Greater Good
Taylor Conroy, CEO, Change Heroes

2:30:  KEYNOTE:  A Quiet Revolution: Changing How We Work, Lead and Innovate
Susan Cain, Author of the award-winning New York Times bestseller QUIET: The Power of Introverts in A World That Can’t Stop Talking

5:15:  KEYNOTE:  2nd Annual Women in Innovation Panel
Karen Freidt, Creativity & Innovation Design Program Manager, GROW Mentoring Program Manager, NASA Langley Research Center
Kimberly Kleiman-Lee, Lead, Senior Executive Leadership Development, GE Crotonville
Denise L. Fletcher, Vice President & Chief Innovation Officer, Healthcare Payer & Pharma (HPP), Xerox Commercial Solutions, LLC

PARTNER SHOWCASE

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

12:00: This session will be delivered by InnoCentive

3:15: Understanding Tomorrow, Today: A Virtual Trends Tour of the Next Decade
GfK & Colgate-Palmolive

4:30: Pfizer R&D Center
Led by the Pfizer R&D team (note: runs from 4:30-6:00)

2:45: Networking Break

4:00: Technology and Improvisation in Design
Jake Barton, Founder & Principal, Local Projects

4:00: HelloFresh: Disrupting the Grocery Industry
Seth Goldman, CEO, HelloFresh USA

4:00: This session will be delivered by TNS

6:15: Cocktail Reception
FEI DAY THREE  WEDNESDAY, MAY 20TH
Keynotes, Break-Outs, and Adventure Learning

9:00:  KEYNOTE:  Leading with Creative Confidence
       Tom Kelly, Managing Director, IDEO, Best-Selling Author, The Confident Creative

9:45:  KEYNOTE:  A Disruptive Take on the World: Marketing, Innovation, and What’s Next
       Seth Godin, Best-Selling Author and Marketing Guru

10:30:  Morning Break

FEI UNCUT

11:00:  Bonus Time with Seth Godin
       Seth Godin, Best-Selling Author

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

11:00:  The Body Mind Connection and Its Role in Innovation Problem Solving
       Gillian Ferrabee, Director, Creative Lab, Cirque du Soleil Media

11:00:  Culture: The Catalyst to Innovation
       Tony Bond, Senior Consultant, Great Place to Work
       Mary Tilley, Director, Global Human Resources Team, W.L. Gore

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

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

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

11:00:  Get Involved
       Email Liz Hinkis at ehinkis@iirusa.com

10:45:  HubSpot
       Led by the HubSpot team
       *LIMITED TO 40 PEOPLE

10:45:  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

1:00:  Optum Labs
       (a UnitedHealth Group company and Mayo Clinic partnership)
       Led by: Optum Labs Innovation Team, Sanji Fernando and Matthew Wiandt
       *LIMITED TO 40 PEOPLE

1:00:  Northeastern University
       Led by Peter Boynton, Co-Director, The George J. Kostas Research Institute for Homeland Security at Northeastern University (Burlington Innovation Campus)
       *LIMITED TO 40 PEOPLE

STUDIO SESSIONS

11:00:  The User Innovation Paradigm
       Eric von Hippel, T Wilson Professor of Innovation, MIT Sloan School of Management

2:30:  Shifting Culture and Social Norms through Media and Products
       Miki Agrawal, Co-Founder and Co-CEO, THINX and SUPER SPROWTZ

THE STARTUP LAB

11:00:  Reinventing Television on College Campuses
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12:30:  Luncheon for FEI Participants