Driving Revenue and Accelerating Growth

10th Anniversary
New Product Innovation & Development 2016:
A FROST & SULLIVAN EXECUTIVE MIND XCHANGE

January 11 - 13, 2016
Hilton San Diego Resort and Spa
San Diego, CA

www.frost.com/pds
#FrostInnovate
TOP FIVE REASONS WHY YOU SHOULD ATTEND

1. Compelling Content: We reach deep into the innovation and new product development communities to determine the most critical issues to address, from entrepreneurial thinking and sustained innovation and growth, to customer engagement and innovation collaboration.

2. Savvy Speakers: We excel at building an eclectic speaker roster with broad perspectives, who freely share their insights, best practices, tools, and lessons learned – from ideation through commercialization.

3. Continuous Collaboration: Step out of your four walls into a new surrounding to inspire innovation. Over 80% of our sessions are interactive, providing you a platform to ensure your experience addresses your own unique concerns. You will engage with other participants facing similar innovation challenges, and benefit from their cross-functional and cross-industry expertise and experiences.

4. Even More Content: Two powerful half-day Innovation Labs open the event with in-depth content. Choose from Open Innovation: Partnering for an Ideation Advantage; or Mastering the Art of Lean Innovation and Product Development.

5. Non-stop Networking: We make it easy for you to expand your network of professional contacts through informal and fun activities, including our energizing Participant Meet ‘n’ Greet, Sunset Vino Voyage, Perfect Pairings’ Networking Reception & Event Kickoff, and California Dreamin’ Cookout and Inaugural Innovation Olympics.

WHO WILL PARTICIPATE

- CEOs, CTOs, Presidents, and Division Directors
- Vice Presidents and Directors of:
  - Innovation/Ideation
  - Technology
  - Research & Development
  - Engineering
  - Product Planning and Development
  - Product and Brand Management
  - Product Marketing
  - Strategic Marketing
  - Intellectual Property

MORE CONTENT THAN ONE PERSON CAN HANDLE

82% of surveyed participants recommend sending 2 or more team members based on the amount of networking opportunities and range of content being delivered.

SNAPSHOT OF PAST PARTICIPANTS

Past Participant Profile

75% (C-Level, President, VP, Director)

25% Management

10th Anniversary NEW PRODUCT INNOVATION & DEVELOPMENT 2016:
EXECUTIVE MINDXCHANGE ADVISORY BOARD

Frost & Sullivan extends its appreciation to the following Advisory Board Members for their expertise and valuable support:

Geoffrey Daniel
Senior Manager, Product Development & Continuation Engineering
Coloplast

Andrew Douglass
Director, Open Innovation Networks
Clorox Company

Jim Gross
Senior Director, Product Development
Wellpoint

Brian Moelich
Business Designer, Customer Experience
Citrix

Calvin Smith
Principal Manager, Global Innovation & Marketing
EMC

Julia Wang
Organizational Change and Innovation Manager
Toyota Motor North America

Join the Conversation...

#FrostInnovate
**SUNDAY, JANUARY 10, 2016**

**ARRIVAL DAY**

7:00pm  Suggested Arrival Time

**MONDAY, JANUARY 11, 2016**

**INNOVATION LABS AND NETWORKING DAY**

 Spend your morning learning and your evening networking! Join us for a morning Innovation Lab on a critical topic, and then later bring plenty of business cards, relax, meet-and-greet during an evening devoted to making new contacts and new friends.

8:00am  **Innovation Labs: Registration, Continental Breakfast and Exhibition**

8:40am  **Welcome and KEYNOTE** – Moving Beyond the Fuzzy Front End: Ideation to Execution of New Product Development

**9:40am**  **NETWORKING –** Practitioners and solution providers host a menu of luncheon discussions on pertinent industry issues. Dine and dish with industry experts. The list of discussion topics will be available on-site.

**10:15am**  **Networking, Refreshment, and Exhibition Break**

**10:55am**  **Networking, Refreshment, and Exhibition Break**

**12:00pm**  **Innovation Labs Conclude**

**12:30pm**  **Sponsor Workshop**

**2:00pm**  **Sponsor Registration & Orientation Reception**

**2:45pm**  **Speaker & Thought Leader Orientation**

**3:30pm**  **Exclusive! Participant Meet ‘n’ Greet**

This end-user/practitioner networking activity is your opportunity to identify – right out of the gate – those peers who share challenges similar to your own. It’s a great way to find participants who have thought leadership you can benefit from and to facilitate later dialogues throughout the event.

**4:00pm**  **Sunset Vino Voyage – Check In**

**7:30pm**  **‘Perfect Pairings’ Networking Reception & Event Kickoff**

**TUESDAY, JANUARY 12, 2016**

**GENERAL SESSION AND EXHIBITION**

8:00am  **Registration, Continental Breakfast, and Exhibition**

8:45am  **Welcome and KEYNOTE** – Beyond Culture: A Disciplined Approach to Marrying Entrepreneurial Thinking and Strategic Sense

9:40am  **NETWORKING –** Team Challenge #1

9:45am  **INNOVATION BENCHMARKING –** How Innovative Are You?

10:15am  **Networking, Refreshment, and Exhibition Break**

10:45am  **CONCURRENT COLLABORATION ZONES – ThinkTanks**

ThinkTank sessions employ interactive team exercises in a “roll up your sleeves” learning environment.

Choose one of the following zones:

| Zone 1 | Making the Case: Integrating Your Customer in Your Product and Service Development |
| Zone 2 | Improving the Odds of Winning in Your Portfolio |
| Zone 3 | Build, Buy, or…? Assessing Operational Models |

**12:15pm**  **CONCURRENT SESSIONS –**

Choose one of the following concurrent sessions:

**INTERACTIVE –** Solutions Wheel – Play the “wheel” to find out which of the industry’s products and services will help you solve your challenges. It is a series of rapid fire, one-on-one meetings with leading sponsors – both intense and fulfilling.

( OR )

**BEST PRACTICES AND LESSONS LEARNED –** Panel Discussion:

The Metrics of Innovation and New Product Development: Approaches to Measuring Success and Developing Proof Points

**1:00pm**  **Food For Thought –** Networking Roundtables Hosted by Industry Leaders

Practitioners and solution providers host a menu of luncheon discussions on pertinent industry issues. Dine and dish with industry experts. The list of discussion topics will be available on-site.

2:05pm  **Session to Session Travel Time**

**2:10pm**  **CONCURRENT COLLABORATION ZONES - Roundtables**

Roundtable sessions capture the power of all participants’ voices, insights and experiences via group discussion and exploration of the issue at hand.

Choose one of the following zones:

| Zone 1 | You Don’t Use a Hammer to Cut a Board: The Benefits and Limits of Competitive Intelligence for Product Development |
| Zone 2 | Collaborative Innovation: Best Practices for Partnering with Innovation Warriors |
| Zone 3 | Bringing a True IoT Solution to Market |

**3:40pm**  **Networking, Refreshment, and Exhibition Break**

**4:10pm**  **Frost & Sullivan New Product Innovation & Development 2016 Executive MindXchange Advisory Board and Member Recognition**

**4:15pm**  **CASE HISTORY –** Proven Ways to Incubate New Business and Product Opportunities

**4:45pm**  **NETWORKING –** Team Challenge #2

**4:50pm**  **ASK THE EXPERTS! Panel Discussion: Translating Innovation Strategy to Execution of New Product Development**

**6:00pm**  **California Dreamin’ Cookout and Inaugural Innovation Olympics**

**WEDNESDAY, JANUARY 13, 2016**

**GENERAL SESSION AND EXHIBITION**

6:15am  **Early Risers Run/Walk**

8:00am  **Continental Breakfast and Exhibition**

8:30am  **ICE BREAKER AND TRANSFORMATIONAL KEYNOTE –**

**INNOVATION IN THE DIGITAL AGE –** Practical Lessons from History to Create the Disruptive Businesses of Tomorrow

9:25am  **NETWORKING –** Team Challenge #3

9:30am  **CASE HISTORY –** From Product…to Service: The Crest of Business Model Transformation

10:00am  **Member Showcase**

10:15am  **INNOVATORS SPOTLIGHT –** On the Cutting Edge of Transformative Tech Trends

10:55am  **Networking, Refreshment, and Exhibition Break**

11:25am  **CONCURRENT COLLABORATION ZONES - Mindshares**

Mindshare sessions bring together a panel of subject matter experts to discuss how they tackle real world business challenges.

Choose one of the following zones:

| Zone 1 | Smart Data Tools: Connecting Data to Product Innovation |
| Zone 2 | User-Centered Design |

**12:25pm**  **Food For Thought –** Networking Roundtables Hosted by Industry Leaders

Practitioners and solution providers host a menu of luncheon discussions on pertinent industry issues. Dine and dish with industry experts. The list of discussion topics will be available on-site.

1:25pm  **Session to Session Travel Time**

**1:30pm**  **CONCURRENT COLLABORATION ZONES – Peer Councils**

Peer Council sessions are participant-driven discussions focusing on your key challenges and concerns.

Choose one of the following zones:

| Zone 1 | Open Innovation: Partnering for an Ideation Advantage |
| Zone 2 | Best Practices for Governing the New Product Development Process |

**2:30pm**  **Session to Session Travel Time**

**2:35pm**  **ASK THE EXPERTS! Panel Discussion: Intellectual Property: Moving IP into New Spaces**

**3:15pm**  **NETWORKING –** Team Challenge #4

**3:20pm**  **Networking, Refreshment, and Exhibition Break**

**3:50pm**  **VISIONARY INNOVATION THINKTANK**

**TechVision –** 50 Game Changing Technologies

**Innovation Exercise –** Leveraging Technology Innovations, Disruptions, and Convergence to Drive Transformational Growth

**5:00pm**  **The 10th Anniversary New Product Innovation & Development 2016: A Frost & Sullivan Executive MindXchange Concludes**

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MONDAY, JANUARY 11, 2016

Sunset Vino Voyage

4:00PM CHECK IN

Join us for a sophisticated sail around San Diego’s largest natural harbor on the 58 foot SUNCHASER American Catamaran, The Aolani. Network with participants all while enjoying the 360 degree views of the stunning San Diego skyline, tasting a variety of wines, and enjoying a savory dinner at sunset.

Participant Fee: $125
Location: Meet in Hotel Lobby

Followed by...

‘Perfect Pairings’ Networking Reception & Event Kickoff

7:30PM
Meet your fellow peers and colleagues for cocktails and conversations, an ideal complement to our Sunset Vino Voyage! For those of you who are unable to join us on the sail, be sure to meet us for some wine & cheese. Cheers to a perfect pairing!

TUESDAY, JANUARY 12, 2016

California Dreamin’ Cookout and Inaugural Innovation Olympics

6:00PM
Gear up for a night of innovative challenges that will put you to the test! We’ll cookout under the California sunset as you network with your peers and engage in various games. Top teams will be draped in Gold, Silver & Bronze, so make sure to bring your ‘A’ game!
**Recommended Attire**

- Business Casual
- Business Casual - Button-Down Shirt, Trousers, Dress
- Comfortable Shoes
- Short, Sundress, Flip-Flops
- Beach Chic - Cargo or Bermuda Shorts, Sundress, Flip-Flops
- Athletic Gear - Workout Clothing, Sneakers
- Casual - Jeans, Tshirt

**SUNDAY, JANUARY 10, 2016**

**ARRIVAL DAY**

7:00pm **Suggested Arrival Time**

Arrive Sunday to participate in Monday’s Innovation Labs and Networking Activities.

**MONDAY, JANUARY 11, 2016**

**INNOVATION LABS AND NETWORKING DAY**

Spend your morning learning and your evening networking! Join us for a morning Innovation Lab on a critical topic, and then later bring plenty of business cards, relax, meet-and-greet during an evening devoted to making new contacts and new friends.

8:00am **Innovation Labs: Registration, Continental Breakfast, and Exhibition**

Exchange ideas, gain new perspectives, and power up your professional network through these interactive innovation labs. Registration for a lab may incur an additional fee. See registration page for details.

8:30am **Innovation Labs Begin**

This end-user/practitioner networking activity is your opportunity to identify – right out of the gate – those peers who share challenges similar to your own. It’s a great way to find participants who have thought leadership you can benefit from and facilitate later dialogues throughout the event.

Choose one of the following:

LAB 1: Moving Beyond the Fuzzy Front End: Ideation to Execution of New Product Development

LAB 2: Mastering the Art of Lean Innovation and New Product Development

**INNOVATION LAB CO-LEADERS:**

- Ben Blank
  Innovation Leader
  Intuit

- Aaron Eden
  Founder
  Moves the Needle

During this workshop, Aaron Eden and Ben Blank will take you through the process of designing and running an experiment. The process has been fine-tuned over time through both Intuit and Moves the Needle’s experiences transforming the culture and processes of Fortune 500. By the time you’re done you’ll be able this new tool kit to work so you can create successful new products and a more innovative culture.

Key Take-Aways:

- Framework and toolkit for driving innovation, both within your culture and product teams
- Insight on how to breakdown an idea to it’s core assumptions, and test those assumptions by running an effective experiment
- Guide to getting buy-in and helping others so you can apply all of this within a unique corporate setting

12:00pm **Innovation Labs Conclude**

12:30pm **Sponsor Workshop**

2:00pm **Sponsor Registration & Orientation Reception**

2:45pm **Speaker & Thought Leader Orientation**

An essential meeting for speakers, facilitators and confirmed thought leaders to preview the event, highlight your roles and network with fellow peers.

3:30pm **Exclusive! Participant Meet’n’ Greet**

This end user/practitioner networking activity is your opportunity to identify – right out of the gate – those peers who share challenges similar to your own. It’s a great way to find benefit from and to facilitate later dialogues throughout the event.

4:00pm **Sunset Vino Voyage – Check In**

Join us for a sophisticated sail around San Diego’s largest natural harbor on the 58 foot SUNCHASER American Catamaran, The Aolani. Network with participants all while enjoying the 360 degree views of the stunning San Diego skyline, tasting a variety of wines, and enjoying a savory dinner at sunset.

7:30pm **‘Perfect Pairings’ Networking Reception & Event Kickoff**

Meet your fellow peers and colleagues while enjoying delectable wine & cheese, a perfect complement to the Sunset Vino Voyage. For those of you who cannot join us on the sail, it’s not too late to indulge at this evening networking reception and event kickoff!

**TUESDAY, JANUARY 12, 2016**

**GENERAL SESSION AND EXHIBITION**

8:00am **Registration, Continental Breakfast, and Exhibition**

Didn’t get your badge at last night’s reception? Make sure you’re down in time for breakfast and registration to get your event materials now! Already have your badge? Make sure you pick up your event packet and start networking bright and early.

8:45am **Welcome and KEYNOTE – Beyond Culture: A Disciplined Approach to Marrying Entrepreneurial Thinking and Strategic Sense**

Paul Bailo

**Vice President, Global Digital Innovation & Emerging Payments**

MasterCard International

9:40am **NETWORKING – Team Challenge #1**

9:45am **INNOVATION BENCHMARKING – How Innovative Are You?**

Richard Sear

**Partner & Senior Vice President, Visionary Innovation**

Frost & Sullivan

The term innovation is heavily used and more truthfully heavily over used. In this session we will explore just what being a world class innovation company means by identifying the core stages of an innovation system and introducing you to the Innovation Maturity Model, a benchmarking tool which you can gauge the gap your organization has in its capabilities, and more importantly, how to go about the process of addressing them. This session is a must for people of all job functions.

Key Take-Aways:

- A key framework to understand the 7 stages of a world class innovation system
- Key benchmarking tools to relate your organization to world class companies
- Best practices for implementing innovation techniques in your organization
- Personal techniques to address innovation, even if your organization does not support
- Examples of best practice companies who lead the charge from the front, and why

10:15am **Networking, Refreshment, and Exhibition Break**

**California Dreamin’ Cookout and Inaugural Innovation Olympics**

**Tuesday – 6pm**

Gear up for a night of innovative challenges that will put you to the test! We’ll cookout under the California sunset as you network with your peers and engage in various games. Top teams will be draped in Gold, Silver & Bronze, so make sure to bring your ‘A’ game!
CONCURRENT COLLABORATION ZONES - ThinkTanks
10:45am
ThinkTank sessions employ interactive team exercises in a “roll up your sleeves” learning environment.

Choose one of the following zones:

**Zone 1:** Making the Case: Integrating Your Customer in Your Product and Service Development

**CO-FACILITATORS:**
Sheila Mello  
Principal  
Product Development Consulting, Inc. (PDC)
Wayne Mackey  
Principal  
Product Development Consulting, Inc. (PDC)

Most companies have inserted “customer” as a buzzword into everything they do, including product development. So why do so many companies still resist doing their product definition with customers using a cross-functional development team? There’s a business case to be made, but a cultural one as well. Learn when and how to integrate customers in your product definition and development as well as how to overcome the barriers.

**Key Take-Aways:**
- Best practices for including customers as part of the product definition and development process
- Proven ways to address and overcome both business and cultural barriers
- Strategies for developing metrics around customer involvement

**Zone 2:** Improving the Odds of Winning in Your Portfolio

**FACILITATOR:**
David Matheson  
President & Chief Executive Officer  
SmartOrg

Innovative products can rocket to success in the marketplace. Or they can quickly flame out and crash. No doubt about it, moving from ideation to a commercially successful product is a risky undertaking. You can do everything right and still fail. Even the most successful companies don’t have a perfect batting average. The reason is simple: no one can consistently forecast the future. But you can improve the odds of winning through dynamic portfolio management.

**Key Take-Aways:**
- Blueprint for blocking and tackling on making innovation work in your portfolio
- Best practices for focusing investments on the projects with the greatest return
- Guide to reducing downside risk and driving upside potential

**Zone 3:** Build, Buy, or…? Assessing Operational Models

CONCURRENT SESSIONS
12:15pm
Choose one of the following concurrent sessions:

**INTERACTIVE – Solutions Wheel**
Play the “wheel” to find out which of the industry’s products and services will help you solve your challenges. It is a series of rapid fire, one-on-one meetings with leading solution providers – both intense and fulfilling.

**OR**

**BEST PRACTICES AND LESSONS LEARNED – Panel Discussion:** The Metrics of Innovation and New Product Development: Approaches to Measuring Success and Developing Proof Points

**PANELISTS INCLUDE:**
Eric D. Agdeppa  
Executive Director, Innovation  
Hill-Rom
Brian Moelich  
Business Designer, Innovation Enablement  
Citrix
Mohan Nair  
Chief Innovation Officer  
Cambia Health Solutions

1:00pm
Food For Thought – Networking Roundtables
Hosted by Industry Leaders
Practitioners and solution providers host a menu of luncheon discussion on pertinent industry issues. Dine and dish with industry experts. The list of discussion topics will be available on-site.

**Hosted by:**

P L A N V I E W®

2:05pm
Session to Session Travel Time

CONCURRENT COLLABORATION ZONES - Roundtables
2:10pm
Roundtable sessions capture the power of all participants’ voices, insights and experiences via group discussion and exploration of the issue at hand.

Choose one of the following zones:

**Zone 1:** You Don’t Use a Hammer to Cut a Board: The Benefits and Limits of Competitive Intelligence for Product Development

**FACILITATOR:**
Chip Brewer  
President, Business Development  
The Smart Cube

Competitive Intelligence (CI) holds great promise for innovation and product development – yet often comes up short. While Competitive Intelligence can certainly add value at each stage of the product development funnel; at the end of the day, most CI efforts over-sell and under-deliver value. Through business case samples and an interactive discussion, this session will generate new insights and ideas for the appropriate and effective use of CI to drive, guide and inspire product development and innovation.

**Key Take-Aways:**
- Guide to separating CI activities into three key buckets – Purpose, Governance and Execution – in order to increase the chances of success
- Blueprint for leveraging both internal stakeholders and external sources to generate meaningful insights and guide product development
- Case examples illustrating best – and worst - practices at work in the market

**Zone 2:** Collaborative Innovation: Best Practices for Partnering with Innovation Warriors

**FACILITATOR:**
Carrie T. Nauyalis  
NPD Solution Evangelist  
The Smart Cube

If you're relying on innovation to only occur within the four walls of your organizations, you may be missing out on the next big breakthrough. Even if you're not quite ready for “coopetition,” it’s time to embrace open innovation by expanding your networks and partnerships to include thought leaders from around the globe, whether in a garage or a classroom, via open innovation.

**Key Take-Aways:**
- Key success factors around the people, processes, and tools necessary to eliminate the barriers for external collaboration
- Best practices that will help you avoid some of the common pitfalls in innovation collaboration
- Steps for increasing innovation potential in your organization

**EARLY RISERS RUN/WALK**

Wednesday 6:15am
Calling all walkers, joggers and runners! Lace up your sneakers and get your endorphins flowing with a little exercise. It’s the perfect start to a great day of content and networking!
Zone 3: Bringing a True IoT Solution to Market

FACILITATOR:
Jason Voiovich
Chief Customer Officer
Logic PD

There has never been a better time for organizations to connect products to create success in the Internet of Things (IoT). The opportunities are enormous. But changing the way your products are designed, developed, sold and supported requires shifting your organizational culture to support new growth – that’s the hard part. This interactive session will help you identify the changes that need to occur within your business to make the IoT value proposition successful.

Key Take-Aways:
- Insight on identifying your organizational structure and its digital strengths and weaknesses
- Key impacts of a digital offering on different parts of your organizational structure in the short, medium, and long term
- Framework for a digital culture action plan based on your organizational structure

3:40pm Networking, Refreshment, and Exhibition Break

4:10pm Frost & Sullivan New Product Innovation & Development 2016 Executive MindXchange Advisory Board and Member Recognition

4:15pm CASE HISTORY – Proven Ways to Incubate New Business and Product Opportunities
Jay Morgan
Vice President, Innovation & Design
Bayer Healthcare

4:45pm NETWORKING – Team Challenge #2

4:50pm Ask the Experts! Panel Discussion: Translating Innovation Strategy to Execution of New Product Development

MODERATOR:
Douglas Hartung
Director, Global Software Research & Strategy
Diebold

PANELISTS INCLUDE:
Jan Langelius
Project Engineer
Pebblebit Motors

Damaris de los Santos
Vice President, Digital Product Development
OppenheimerFunds

Anthony Schrauth
Chief Product Officer
Betterment

Sharon Semones
Advisor, External Environment
Open Innovation Drug Discovery
Eli Lilly and Company

Calvin Smith
Principal Manager, Global Innovation, Strategy & Portfolio Intelligence
EMC

Kara Sterner
Director of Innovation
Bumble Bee Foods

6:00pm California Dreamin’ Cookout and Inaugural Innovation Olympics

Gear up for a night of innovative challenges that will put you to the test! We’ll cookout under the California sunset as you network with your peers and engage in various games. Top teams will be draped in Gold, Silver & Bronze, so make sure to bring your ‘A’ game!
CONCURRENT COLLABORATION ZONES - Mindshares
11:25am Mindshare sessions bring together a panel of subject matter experts to discuss how they tackle real world business challenges.

Choose one of the following zones:

Zone 1: Smart Data Tools: Connecting Data to Product Innovation
PANELISTS INCLUDE:
Wes Slavin
Marketing Manager
Peterbilt Motors

Zone 2: User-Centered Design
PANELISTS INCLUDE:
Chris Chapman
Global Creativity & Innovation Director
Disney
Chris Dean
Senior Director, Innovation & Strategic Partnerships
Visa
Andy Lee
Senior Manager, Innovation Labs
Lowe’s Companies, Inc.

Customer satisfaction is no longer an option. To remain relevant in this ultra-competitive world you must go beyond your customers’ expectations. Join us in this interactive session for a discussion with some of today’s world class design thinking and human centered design experts.

Key Take-Aways:
- Tips & tricks for understanding your customers at an emotional level
- Insight on why customer delight is a constantly moving target
- Guide to how you can influence others in your organization to work this way

12:25pm Food For Thought – Networking Roundtables
Hosted by Industry Leaders
Practitioners and solution providers host a menu of luncheon discussion on pertinent industry issues. Dine and dish with industry experts. The list of discussion topics will be available on-site.

1:25pm Session to Session Travel Time

CONCURRENT COLLABORATION ZONES - Peer Councils
1:30pm Peer Council sessions are participant-driven discussions focusing on your key challenges and concerns.

Choose one of the following zones:

Zone 1: Open Innovation: Partnering for an Ideation Advantage
MODERATOR:
Mike Eknoian
Senior Director, Open Innovation & External Alliances
Johnson & Johnson

Zone 2: Best Practices for Governing the New Product Development Process
MODERATOR:
Mark Southern
Director, Product Innovation – Food and Beverage
Hilton Worldwide

2:30pm Session to Session Travel Time

2:35pm Ask the Experts! Panel Discussion: Intellectual Property: Moving IP into New Spaces
MODERATOR:
Sudeep Basu
Practice Leader, Innovation Services – Technical Insights
Frost & Sullivan

PANELISTS INCLUDE:
Kaushik Ghosal
Business Development Manager
Biomotiv
Dipanjan "DJ" Nag, Ph.D., MBA, CLP, RTTP
Professor of Practice, Business and Science
Rutgers University
Michael Pierantozzi
Director of Strategic Operations
Hewlett-Packard
Nicole Shanahan
Chief Executive Officer, ClearAccessIP
Stanford University Fellow, CodeX The Stanford Center for Legal Informatics

From the front pages of the Financial Times to prime time programming on HBO, patents have come a long way from being relegated to the trenches with lawyers pouring over them to now becoming a top of mind asset for companies. IP markets are being created and disrupted rapidly. For those of us holed up in SiliconValley it may seem like a local tech phenomenon. Think again! It is in fact a global wave of change in IP Markets that all must prepare for. Gear up for a brainstorming session on IP Markets spanning policy issues, IP strategy, evolving business models and a glimpse of the future of IP. Come prepared to contribute!

Key Take-Aways:
- Insights on new ways of monetizing IP
- Guide to strategizing with the experts on mitigating global IP risk
- Best practices for conquering uncharted territory with ideas to win in novel IP Markets

3:15pm NETWORKING – Team Challenge #4

3:20pm Networking, Refreshment, and Exhibition Break

3:50pm VISIONARY INNOVATION THINKTANK – TechVision – 50 Game Changing Technologies Innovation Exercise – Leveraging Technology Innovations, Disruptions, and Convergence to Drive Transformational Growth

Rajiv Kumar
Senior Partner, Technical Insights
Frost & Sullivan

Disruption everywhere is a frightening prospect for most companies unaware of new technologies that will soon arrive to threaten market position and send their strategy, R&D, and product development teams into tail spins. Knowing a cool technology is one thing, knowing what to do with it is another. It is easy for companies to get caught in a trap of the latest fad that never leads to business ROI. Technology is one thing, knowing what to do with it is another. It is easy for companies to get caught in a trap of the latest fad that never leads to business ROI.

In this session, we will be drawing from Frost & Sullivan’s TechVision program to highlight the top 50 disruptive technologies with a powerful message around what companies should do to get ahead of the threat.

Key Take-Aways:
- Identify the next waves of innovation and white space opportunities created by convergence of top technologies
- Build new concepts for stronger stakeholder return
- Collaborate with peers to evaluate and create convergence scenarios worth billions of dollars
- Energize your business ecosystem by collaborating with potential partners

5:00pm The 10th Anniversary New Product Innovation & Development 2016: A Frost & Sullivan Executive MindXchange Concludes

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Join the Conversation...
#FrostInnovate
You will benefit from a thorough and focused chronicle of the Frost & Sullivan Executive MindXchange, including key take-aways and action items to implement in your own organization. These collections, prepared mostly by your peers, ensure you don’t miss out on any of the sessions that run concurrently with those that you choose to attend. Simply stated, we pull out the golden nuggets of the event for you.

Access to all notes; let us do all of the note taking for you
Take the event home to your teammates that were unable to attend
Ensure you benefit from all the sessions, even the ones you missed
Never forget what you learned and who spoke at the event
Huge savings for these esteemed chronicles for event participants
Plus much, much more!

The all-new Executive MindXchange Chronicles® are now available for purchase. Event participants will receive savings of over 50%. Additional savings apply when purchased prior to the event.

Participant Pricing:
Onsite: $395
Post-event: $495

Non-Participant Pricing:
Post-event: $695

The benefits are numerous:

- Access to all notes; let us do all of the note taking for you
- Take the event home to your teammates that were unable to attend
- Ensure you benefit from all the sessions, even the ones you missed
- Never forget what you learned and who spoke at the event
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- Plus much, much more!

What do you get?

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Post-event: $695

**Interested and want to learn more?**

Visit
www.frost.com/chronicles or www.frost.com/events

Contact
Matthew McSweegan @ 516-255-3812 or
email: matthew.mcSweegan@frost.com and keep the benefits coming even after the event.

**PREVIOUS & UPCOMING EVENTS AVAILABLE FOR PURCHASE**

Customer Contact 2015, West:
A Frost & Sullivan Executive MindXchange
www.frost.com/ccw

New Product Innovation & Development 2016:
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