

**Innovation Forum 2015**  
*Propelling industry forward*

March 26, 2015 | Chicago

Innovation is more urgent than ever. Radical business models are emerging from unexpected parts of the world and transforming global markets in industry after industry. From agriculture to manufacturing to health care, disruption is constantly underway.

As technology proliferates and environmental realities and socio-political trends shake the foundations of established business models, large-scale innovation is the key ingredient for CEOs to survive the next wave of mega-change. This wave will wipe out many incumbents, but the dinosaurs that learn to dance will propel their industries forward. This requires more than just a Silicon Valley startup state of mind. It requires keen foresight, the ability to disrupt from within your organisation and manage innovation via multiple channels. CEOs across industries must be prepared to quickly adapt their business-models to threats and opportunities that have not yet materialised.

This year, *The Economist's* Innovation Forum will make its debut in Chicago, one of America's top GDP producing cities, to discuss how exponential technologies, frugal engineering and radical business models are disrupting top industries. The event will bring together Fortune 500 CEOs, policymakers and entrepreneurs who are continuously questioning the status-quo to implement innovation in US and around the world. The programme will highlight what lessons in innovation from long-established industries can teach all companies about being poised for success. Join us as we push the innovation challenge beyond Silicon Valley and learn from the real-world leaders who are driving profits and contributing to global economic growth.

**Conference moderators:**

**Matthew Bishop**, Globalisation editor, *The Economist*

**Natasha Loder**, Health-care correspondent, *The Economist*

**Vijay Vaitheeswaran**, China business editor, *The Economist*

**Confirmed speakers:**

**Greg Becker**, President and chief executive, Silicon Valley Bank and SVB Financial Group

**Jordan Brandt**, Technology futurist, Autodesk

**Beth Birnbaum**, Senior vice-president, product, GrubHub

**David Cote**, Chief executive, Honeywell

**Sonny Garg**, Chief information and innovation officer, Exelon

**Vivienne Goldstein**, Director, innovation acceleration and co-founder, GE FastWorks, GE

**Warren Harris**, Managing director and chief executive officer, Tata Technologies

**Mehmood Khan**, Vice-chairman and chief scientific officer, global research and development, PepsiCo

**Jim Lecinski**, Vice-president, customer solutions, Google

**John Levis**, Global chief innovation officer, Deloitte

**Pin Ni**, President, Wanxiang America

**Caralynn Nowinski**, Executive director and chief operating officer, UI Labs

**Scott Painter**, Founder and chief executive, TrueCar

**Robert Picciano**, Senior vice-president, analytics, IBM

**Kirk Pion**, Vice-president and product champion, innovation centers of excellence, United Healthcare

**Richard Sandor**, Chairman and chief executive, Environmental Financial Products

**Jim Schultz**, Director, Illinois Department of Commerce and Economic Opportunity

**Andrew Sherman**, Partner, Jones Day

**Jordan Shlain**, Founder and chairman, Healthloop

**Dennis Skarvan**, Deputy general counsel, law and public policy, Caterpillar

**Mike Stern**, President and chief operating officer, Climate Corporation and vice-president, Monsanto

**Howard Tullman**, Chief executive, 1871

**Shane Wall**, Senior vice-president, chief technology officer, printing and personal systems, HP

**Ray Warren**, Senior licensing counsel, Google

**Marcus Weldon**, Chief technology officer, Alcatel-Lucent and President, Bell Labs

**Amy Wilkinson**, Author, "Creator's Code"

**Robert Wolcott**, Clinical professor of innovation and entrepreneurship, Kellogg School of Management, Northwestern University

8.00 am Registration and networking breakfast

8.30 am Chairman's opening remarks

**Vijay Vaitheeswaran**, China business editor, *The Economist*

8.40 am Opening government keynote

**Jim Schultz**, Director, Illinois Department of Commerce and Economic Opportunity

**Interviewer:** Natasha Loder, Health-care correspondent, *The Economist*

9.00 am **The outlook for disruption**

This session will provide answers to the key questions that are needed to prepare your business for the next wave of disruption. What global economic forces that will impact business strategy for the next 10 years? What are the new patterns of consumerism? What is the next industry poised for disruption? What technologies are poised to have the greatest impact on the way businesses innovate their products and services? And how can traditional industries act like a startup, but think like an enterprise? Futurists and business share their outlooks for what to expect.

**Jordan Brandt**, Technology futurist, Autodesk

**Caralynn Nowinski**, Executive director and chief operating officer, UI Labs

**Robert Wolcott**, Clinical professor of innovation and entrepreneurship, Kellogg School of Management, Northwestern University

**Marcus Weldon**, Chief technology officer, Alcatel-Lucent and President, Bell Labs

**Moderator:** Matthew Bishop, Globalisation editor, *The Economist*

9.45 am **Can dinosaurs dance?**

*Drivers of change*

Can large, established corporations take the lead in implementing change? With the exception of a few notable disruptors, established hegemony has been largely adverse to major change. Will start-ups be blips in the history of innovation – only to be bought up by their larger counterparts – or are they just the beginning of what is to come? What will it take for the dinosaurs to dance and is it necessary for their survival?

**Sonny Garg**, Chief information and innovation officer, Exelon

**Vivienne Goldstein**, Director, innovation acceleration and co-founder, GE FastWorks,

GE

**Scott Painter**, Founder and chief executive, TrueCar**Richard Sandor**, Chairman and chief executive, Environmental Financial Products**Moderator:** Vijay Vaitheeswaran, China business editor, *The Economist*10.30 am **Morning networking break**11.00 am **Is the customer always right?***User-generated innovation*

From retailers to fast food restaurants, many companies today are capitalising on social, economic and technological conditions to create more customer-centric business models. How are forces like social media and big data forcing established companies and startups to rethink product innovation, business models and investment?

**Beth Birnbaum**, Senior vice-president, product, GrubHub**Jim Lecinski**, Vice-president, customer solutions, Google**Robert Picciano**, Senior vice-president, analytics, IBM**Moderator:** Matthew Bishop, Globalisation editor, *The Economist*11.45 am **Oxford-style debate****Proposition: Entrepreneurs are born, not trained.****Pro:****Scott Painter**, Founder and chief executive, TrueCar**Greg Becker**, President and chief executive, Silicon Valley Bank and SVB Financial Group**Con:****Howard Tullman**, Chief executive, 1871**Amy Wilkinson**, Author, "Creator's Code"**Moderator:** Vijay Vaitheeswaran, China business editor, *The Economist*12.40 pm **Lunch: Tech and legal frontiers: Accelerating technologies, patent reform and the new era of IP***Sponsored by Deloitte*

Today, every company must think and act like a technology company. Incumbents in traditionally non-technology spaces find themselves grappling with an urgent need

for IP fluency and the ability to position themselves at the forefront of innovation and R&D efforts in their industries. More recently, Apple has been ordered to pay \$532.9 million dollars in damages to SmartFlash, a patent holding company with no employees, for infringing on 3 patents. This colossal fine is yet another example underscoring the importance for companies to assess their IP readiness in the wake of patent reform and rapid technological change. The panel will discuss hot button issues in the world of IP and how businesses can stay ahead. How can companies balance IP issues with the urgent need to stimulate open models for collaboration, innovation and growth?

**John Levis**, Global chief innovation officer, Deloitte

**Andrew Sherman**, Partner, Jones Day

**Dennis Skarvan**, Deputy general counsel, law and public policy, Caterpillar

**Ray Warren**, Senior licensing counsel, Google

**Moderator:** Matthew Bishop, Globalisation editor, *The Economist*

2.25 pm

### **Planting seeds of disruption**

*Lessons from ag tech*

In order for a company to remain competitive, being able to constantly adapt to new technology-driven systems is key. In agribusiness, new technologies and innovative practices like precision farming now have the industry poised to dramatically improve productivity and potentially feed the world. How can organisations overcome investment hurdles to make innovation more evenly distributed for their industries' greater good? What lessons can leading agriculture companies teach all industries about business-model innovation, achieving scale and improving productivity?

**Mike Stern**, President and chief operating officer, Climate Corporation and vice-president, Monsanto

**Moderator:** Natasha Loder, Health-care correspondent, *The Economist*

2.45 pm

### **Shaping innovation before regulation shapes you**

*Lessons from health care*

Today the health-care industry is at the forefront of some of the most cutting-edge innovations such as wearables, diagnostic apps and tremendous advances in the world of biotech. Despite slow-moving regulations, the industry has managed to become more agile, productive and cost-effective. What can other industries learn from private health-care's ability to embrace rapid technological change, as the regulatory framework has been slow to adapt? What can regulators do to lead from the front to promote growth, innovation and safety as technology paints a new competitive

landscape across other sectors?

**Kirk Pion**, Vice-president and product champion, innovation centers of excellence, United Healthcare

**Jordan Shlain**, Founder and chairman, Healthloop

**Moderator:** Natasha Loder, Health-care correspondent, *The Economist*

3.15 pm **Afternoon networking break**

3.45 pm **Global innovation for local markets**

As more and more companies are expanding their international operations in order to grow, they need to think more carefully about how they offshore and outsource. What does innovation in local markets look like in today's globalised world? How can large-scale industry and startups alike prepare to serve fragmented and developing markets which demand smart products and digitisation? This session will examine how companies can balance local and global approaches in an effort to become not only producers of products, but also competitive producers of innovation.

**Warren Harris**, Managing director and chief executive officer, Tata Technologies

**Mehmood Khan**, Vice-chairman and chief scientific officer, global research and development, PepsiCo

**Pin Ni**, President, Wanxiang America

**Shane Wall**, Senior vice-president, chief technology officer, printing and personal systems, HP

**Moderator:** Vijay Vaitheeswaran, China business and finance editor, *The Economist*

4.30 pm **Fireside chat with David Cote**, Chief executive, Honeywell

**Moderator:** Matthew Bishop, Globalisation editor, *The Economist*

5.00 pm Closing remarks and networking reception