



Innovation Culture & Metrics Summit

Inclusive, Engaged, Data-Driven Innovation

Pre-Conference:

December 9, 2019

Innovation Labs: From the Ground Up

Conference:

December 10–11, 2019

New York Law School
New York, NY

Exhibition Sponsor



Peakon

www.conferenceboard.org/innovation

Pre-Conference Agenda

Innovation Labs: From the Ground Up

Location: The Conference Board, 845 3rd Ave.,
New York, NY 10022

December 9, 2019

Hear from global innovation leaders on what it takes to build an innovation lab that delivers breakthrough ideas, revenue and growth. Whether you're beginning your journey or benchmarking, gain invaluable insights on:

- Location and why it matters
- Partners and how to share IP
- How to connect and collaborate with business units without being neglected or smothered
- Hear from leaders leading innovation labs across North America, then visit NYC innovation labs for hands-on insights.

8 – 8:50 am **Registration and Breakfast**

8:50 – 9:00 am **Welcome and Introductions**

9:00 – 9:30 am

How Microsoft Garages Bring Hacker Culture to Every Part of the Enterprise

Linda Thackeray is Director of the Cambridge-based Microsoft Garage, New England Research & Development (NERD) – one of a network of Garages located in hotbeds of engineering talent around the globe, including Silicon Valley; Herzelia, Israel; Hyderabad, India, and Beijing, China. Discover how together this network of innovation centers bring a hacker culture to all parts of the organization, technical and non-technical alike – including with the largest private hackathon on Earth.

Linda Thackeray, Director, Garage, New England Research & Development (NERD), **Microsoft**

9:30 – 10:00 am

How Independence Blue Cross Brings Innovation Partners Together

At the Center for Health Care Innovation, Independence Blue Cross collaborates with members, providers, universities, startups, and enterprises outside the healthcare sector to develop innovations that may not have come about any other way. Learn what makes these collaborations work and how the Center is bringing human-centered innovation thinking to the larger community.

Michelle Histan, Director of Innovation, **Independence Blue Cross**

10:00 – 10:20 am

Break

10:20 am – 11:00 am

Delivering Value: Ensuring Your Innovation Lab Helps Your Business Look Ahead

Innovation Labs have emerged in response to the need for

companies to move faster, smarter and cheaper. But if they aren't aligned to the corporate strategy and business unit needs they are unlikely to deliver on their full potential. Learn how IBM established and scaled their Innovation Spaces while building and maintaining connections to every part of the organization.

Bob Lukasik, Design Principal, Executive Creative Director, **IBM**

11:00 – 11:30 am

How Cisco's Open Innovation Centers Reimagine What's Possible

At innovation centers strategically located around the globe, Cisco collaborates with universities, startups, clients and other partners, not only prototyping particular projects on request, but also independently developing new models that expand the understanding of what's possible. Learn how Cisco's Toronto Innovation Centre innovates in IoT and Smart+Connected Cities.

Wayne Cuervo, Director of Innovation and General Manager, Toronto Innovation Centre, **Cisco**

11:30 am – 12:00 pm

Place Matters: Why and How Shaw Designed an Award-Winning Creative Environment

This year the Shaw Create Center was selected as the most innovative workplace design in *Fast Company's* Annual Innovation By Design competition. Learn how the Create Center's design promotes collaboration, different thinking styles, and employee wellbeing, and the returns the organization is seeing from its investment in workplace design.

Jay Henry, Director, Innovation and Operations Support, **Shaw Industries**

12:00 – 1:00 pm

Lunch

12:00 – 12:30 pm

Lunch Conversation: When You Should – and When You Should Not – Launch a Lab

Over lunch, join us for a conversation with innovation leaders who have done the benchmarking and analysis to decide whether an innovation lab structure fits their goals – including those who decided against it and well as those who decided to move forward with a lab.

Linda Thackeray, Director, Garage, New England Research & Development (NERD), **Microsoft**

Bill Dickey, Senior Director, Strategic Planning, **Samsung Electronics America**

Moderator: **Rita Shor**, Program Director, **The Conference Board**

1:00 – 4:30 pm

Site Visits: Experience Some of NYC's Most Exciting Innovation Labs

Following lunch, we will head downtown for hands-on experiences at two of the most exciting innovation labs in New York City: the **Samsung NEXT NYC lab** and the **Verizon 5G Lab**. These curated site visits will provide a unique opportunity to engage with cutting-edge innovators at industry-leading companies on the processes behind their breakthroughs. Lab focus areas will include fields such as: 5G; AI; AR/VR; Blockchain; Digital Health; and Fintech.

For sponsorship opportunities, please contact michael.felden@conferenceboard.org

Agenda

Day One

Tuesday, December 10, 2019

8 – 9 am

Registration and Breakfast

9 – 9:15 am

Welcome and Introductions

Rich Bing, Director, New Product Development, **Cintas Corporation**, Conference Chair

9:15 – 10:00 am

Interactive: Disrupt Your Innovation Process

In an interactive session led by a Strategic Design expert, we will begin by sharing goals, challenges, and what may need disrupting in our own organizations' innovation processes and come away with new ideas for transformations in innovation culture and innovation metrics in our organizations.

Melissa Rancourt, Academic Director, Global Executive MS in Strategic Design & Management, **Parsons School of Design at The New School**

10:00 – 10:40 am

Dialogue: The Cultural Edge at the World's Most Innovative Companies

A conversation on the unique cultures and the cultural drivers of some of the world's most innovative companies. Explore where cultural characteristics intersect; where distinctly different routes have been taken to build vibrant innovation ecosystems; and what you can take back to nurture a culture of innovation in your organization.

Peter Coffee, Vice President for Strategic Research, **Salesforce**

Gregory Anderson, Vice President, Corporate Research & Development, **3M**

Ashish Patel, Chief Insights Officer, **Group Nine Media**

Bo Ren, Head of NY Ecosystem and Assistant GM, **Samsung NEXT**

Moderator: **Michelle Hestand**, Director of Innovation, **Independence Blue Cross**

10:40 – 11:15 am

Exclusive Research: Insights from Highly Innovative Companies - Results from The Conference Board and InnovationOne Global State of Innovation Survey 2019

High innovators think of innovation as a strategic imperative—not just as R&D. Companies that are high innovators have leaders dedicated to innovation who build collaborative cultures and develop metrics to measure progress. Gain new insights from the latest exclusive Conference Board innovation culture survey research, conducted jointly with InnovationOne. What innovation methodologies are most commonly used by highly innovative organizations? How do the advantages of new innovation approaches stack up?

Ataman Ozyildirim, PhD, Director of Economic Research and Global Research Chair, **The Conference Board**

11:15 – 11:30 am **Break**

11:30 am – 12:05 pm

Metrics Choices and Their Impact on Innovation Leaders

The metrics an organization adopts to track the success of innovation processes can shape evaluation of past actions and prioritization of future projects. It will also shape incentives and behavior of innovation leaders in an organization – sometimes in unintended ways. In this insightful exchange between innovation leaders, gain a greater understanding of the impact of metrics choices on behavior and results.

Erin Grossi, Senior Fellow, **The Conference Board**

Josh Gould, Director of Innovation, **Duquesne Light**

12:05 – 12:40 pm

The Market is Watching: How Innovation Cultures Are Valued

New research indicates that corporations that are perceived to have strong cultures of innovation are valued at a premium. In a conversation between the research author Jim Gregory and Susan Avarde, former Citi CMO and co-founder of the Brand Value Index, discover how the intangible asset of a perceived culture of innovation creates value, and how it can be measured.

James Gregory, Ph.D., Senior Fellow, **The Conference Board**

Susan Avarde, former CMO, **Citi**; co-founder, **Brandometry**

12:40 – 1:40 pm **Lunch**

Case X Case Interactive

In this interactive experience, we showcase four innovation case studies with extended time for conversations with the speakers – and with peers focused on the same issues.

1:40 – 1:55 pm

Case Study: The Metrics of Innovation Strategy at Con Ed

How does one of the most complex and reliable power utilities in the world decide where and how to innovate? Take a deep dive on the innovation governance process and the metrics behind innovation strategy at Con Edison's Utility of the Future.

Andrew Reid, Senior Planning Analyst, Utility of the Future, **Consolidated Edison of New York**

1:55 – 2:10 pm

Case Study: Building a Human-Centric Design Culture at Memorial Sloan Kettering

Learn how the world's oldest and largest private cancer center is elevating human-centric design capability to be an organizational priority, and how human-centered design has been at the heart of Memorial Sloan Kettering's digital transformation and innovation strategy.

Ophelia Chiu, Director, Design Strategy & Innovation, **Memorial Sloan-Kettering Cancer Center**

2:10 – 2:25 pm

Case Study: Bringing Innovation Culture to Every Part of the Organization

In a detailed case study, learn how one of the country's largest insurance brokers is working to infuse each part of the organization with an innovation culture – and making sure the quest for innovative products, services and processes does not stay confined to a "lab."

Mark Rieder, Head of Innovation, **NFP**

2:25 – 2:40 pm

Case Study: The Engagement-Innovation Connection

For the rapidly expanding Houston Methodist Hospital -- ranked by US News as both the No. 1 hospital in Texas for the 8th year in a row and a top-20 hospital nationally -- culture, engagement, and innovation go hand in hand. Learn the crucial role each value plays in advancing the other; discover how Houston Methodist is engaging its 24,000 employees to foster a culture of innovation; and see the transformative impact it is having.

Carole Hackett, SVP, CHRO, **Houston Methodist**

Thomas Vernon, Vice President, Talent & Experience, **Houston Methodist**

2:40 – 3:15 pm

Walk & Talk: Case Study Conversations

All our case study speakers will be available at three "nodes" around the conference floor to go deeper, answer questions, and ask questions of attendees. Attendees can interact one-on-one with each case study speaker or allocate time for deep dives with one or two.

3:15– 3:30 pm

Break

3:30 pm – 4:00 pm

What Transformative Startup Innovators See, and How to Give Your Team the Same View

View Inc. seeks to transform our view – more specifically, to reinvent conventional window glass with dynamic glass that can control glare and heat through a smartphone app. The company recently received a \$1.1 billion investment to rapidly scale. What do disruptors like View see that legacy corporations sometimes do not?

Learn what it takes to build, engage and inspire a team of

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transformative innovators, and how to maintain a disruptor's perspective at larger organizations.

Brian Klansky, Regional Director, **View, Inc.**

4:00 – 4:45 pm

Keynote: How 3M Builds Inclusion and Innovation Inside and Outside the Organization

The future success of businesses, economies, and even society hinges on the continued development of useful innovations. This in turn is dependent on the inclusion of diverse perspectives inside our organizations, and as well as an embrace of STEM among diverse future leaders in our communities. Learn how one of the world's leading innovators is working to promote a culture of innovation and diverse STEM involvement, internally and externally, through their science advocacy efforts.

Jayshree Seth, Corporate Scientist and Chief Science Advocate, **3M**

4:45 – 5:00 pm

Closing Remarks

Rich Bing, Director, New Product Development, **Cintas Corporation**, Conference Chair

Day Two

Wednesday, December 11, 2019

8:00 – 9:00 am

Registration and Breakfast

8:00 – 9:00 am

Breakfast Roundtables

Attendees are welcome to join a Breakfast Roundtable, led by our speakers and Innovation Council leaders, for small group discussions on the following subjects:

- What Professional Networking and External-Support Resources Are Effective For You?
- How to Get the Innovation Budgets You Deserve by Making Intangibles Tangible
- Digital Transformation → Valuable Innovation? Neither Automatic Nor Obvious
- Educating Leaders on Innovation Metrics

9:00 – 9:10 am **Welcome**

Rich Bing, Director, New Product Development, **Cintas Corporation**, Conference Chair

9:10 – 9:45 am

Keynote: Data-Driven Innovation at Dow Jones

Since 2017 Ramin Beheshti has been the Chief Product and Technology Officer for Dow Jones, responsible for the global technical strategy across all of the company's customer facing products, including digital product development. Prior to his current position, he served as Chief Information Officer at Dow Jones, where he led an enterprise technology transformation. Learn how internal transformations at Dow Jones set the stage for data-driven product innovations today.

Ramin Beheshti, Chief Product and Technology Officer, **Dow Jones**

9:45 – 10:20 am

Building the Teams and Experiences that Drive Innovation at ADP

We all know that innovation is a team sport, one that must cut across functions and business units to deliver breakthroughs. Lohit Sarma, Vice President of Product Development & Innovation at ADP, shares the systems and structures ADP has put in place to build the high-performance teams and the hassle-free employee experiences that deliver important innovations.

Lohit Sarma, Vice President of Product Development & Innovation, **ADP**

10:20 – 10:40 am

Break

10:40 – 11:20 am

Are We Measuring What Matters?

For decades economists and policymakers have operated under an assumption that accumulation of patents is itself an indication of valuable innovation. And for decades many corporations have waged a "Cold War" of patent accumulation on an assumption that piling up defensive patents was necessary. But do observations in fact support these assumptions? Hear from David Martin, founder and CEO of M•CAM, which powers The Conference Board Innovation α Index, on what does and not matter in measuring which companies are creating value through innovation.

David Martin, Ph.D., Founder, CEO and Chair, **M•CAM**

11:20 am – 12:00 pm

Clearing the Roadblocks to Innovation

Over the past day and a half we have heard new, original research and case study insights on cultural elements and metrics at innovative organizations. Before we conclude, we will examine potential roadblocks to innovation success in our organizations – and confer on how to clear the way for successful innovation programs with transformative impacts.

Sravan Muthiraj, Director, Design Thinking, **Guardian Life**

12:00 pm

Closing Remarks

Rich Bing, Director, New Product Development, **Cintas Corporation**, Conference Chair

REGISTRATION INFORMATION

Online www.conferenceboard.org/innovation

Email customer.service@conferenceboard.org

Phone 212.339.0345

8:30 am – 5:30 pm ET, Monday – Friday

Pre-Conference Pricing:	
Members	\$900
Non-Members	\$1,000

Conference Pricing:	
Members	\$1,895
Non-Members	\$2,495

Fees do not include hotel accommodations.

Pre-Conference Location

The Conference Board
845 3rd Ave.
New York, NY 10022

Conference Location

New York Law School
185 W. Broadway
New York, NY 10013

Hotel Accommodations

To book a room at a hotel near New York Law School, [click here](#)

Cancellation Policy

Full refund until three weeks before the meeting. \$500 administration fee up to two weeks before the meeting. No refund after two weeks before the meeting. Confirmed registrants who fail to attend and do not cancel prior to the meeting will be charged the entire registration fee.

Team Discounts per Person

For a team of three or more registering from the same company at the same time, take \$300 off each person's registration. One discount per registration. Multiple discounts may not be combined.