RETHINK STRATEGY

Strategic Leadership of Technology and Innovation

Harvard Business School - Boston, MA  |  May 22 - 25, 2016
PROGRAM FOCUS

This exclusive executive education program is a collaboration of CTO Forum and Harvard Business School. The program aims at identifying, examining, and overcoming the challenges that senior technology and business executives face in fostering a culture of smart innovation, corporate renewal, and systemic growth in well-established organizations.

Smart innovation, not financial engineering, acts as the wellspring of competitive differentiation, industry leadership, and positioning for long-term success in an increasingly competitive global marketplace. Incremental advances are no longer enough, and only brilliant innovation can propel an organization to the forefront of an industry.

ADDRESSING CHALLENGES, HOW TO:

- Build indispensable organizations for long-term relevance and competitiveness
- Differentiate ideas, frameworks and strategies to ensure sustainable innovation
- Prevent degeneration and stagnancy once firms become successful
- Maintain passion, imagination and deeper employee engagement for the long run

By 2005, 67 of the 1965 Fortune 100 FIRMS DISAPPEARED, 14 relegated down the list and only 19 survived

Out of 32,000 globally surveyed, only 40% of employees are ENGAGED, 19% unsupported, 17% detached and 24% disengaged
KEY LEARNING AND TAKEAWAYS
- Master the design rules for systemic innovation as part of strategy
- Prevail against entrenched bias to launch a game-changing agenda
- Transform innovation from an occasional act into predictable capability
- Recognize and address “strategy decay” cycles to ensure relevance
- Understand the essence of ambidextrous organizational architecture
- Harness “cognitive surplus” in the workforce to create business value

BUSINESS TRANSFORMATION OPPORTUNITIES
- Implementation of innovation strategies overcoming corporate inertia
- Enablement of principles of ambidexterity to grow current and future markets
- Invigoration of internal corporate venture, R&D, M&A and incubation

WHO SHOULD ATTEND?
- CEOs, Presidents, COOs, and Chief Innovation & Strategy Officers
- CTOs, VPs of Engineering, VPs of Product, and R&D Labs Directors
- CIOs, IT CTOs, VPs of Development, and VPs of IT (all areas)

VENUE: Harvard Business School, Esteves Hall, 111 Western Ave, Boston, MA 02163

ACCOMMODATION: Executive Residences inside Esteves Hall

REGISTRATION: http://ctoforum.org/index.php?option=com_events&view=events&layout=event_current&Itemid=227
SUNDAY | MAY 22, 2016

3:30pm Arrivals & Registration

5:00pm Welcome (Stefan Thomke and Basheer Janjua)

5:15pm Executive Keynote
Jen-Hsun Huang
CEO, Nvidia

6:00pm Networking Reception & Close-Up Magic by Jason Randal

7:00pm Dinner

8:00pm Show: The New Magic of Jason Randal

MONDAY | MAY 23, 2016

7:00am Breakfast

7:45am Discussion Groups

9:00am Redefining Innovation: Putting Customers at the Center of your Innovation Stream
Case Study: Jones Lang Lasalle (Ranjay Gulati)

10:30am Coffee Break

11:00am Redefining the Locus of Innovation - Interactive Lecture
(Ranjay Gulati)

12:30pm Lunch

1:30pm Systems: Innovation and Growth
Case Study: GE IB (Stefan Thomke)

3:00pm Coffee Break

3:30pm Systems: Exceptional Performance Through Ordinary People
Case Study: The Dabbawala (Stefan Thomke)

5:15pm Networking Reception

6:00pm Executive Keynotes: Digital Disruption
Dan Schulman, CEO, PayPal
Roger Gurnani, CIO, Verizon
Evren Eryurek, Software CTO, GE

7:30pm Dinner
# TUESDAY | MAY 24, 2016

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<th>Time</th>
<th>Event</th>
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<tr>
<td>7:00am</td>
<td>Breakfast</td>
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<td>7:45am</td>
<td>Discussion Groups</td>
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<td>9:00am</td>
<td>Business Reinvention &amp; Digital Transformation</td>
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<td>Case Study: Reinventing Adobe (Sunil Gupta)</td>
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<td>10:30am</td>
<td>Coffee Break</td>
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<tr>
<td>11:00am</td>
<td>Leading in the Age of Digital Disruption -</td>
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<td>Interactive Lecture (Sunil Gupta)</td>
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<td>12:30pm</td>
<td>Lunch</td>
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<tr>
<td>1:30pm</td>
<td>Strategy Reinvention &amp; Digital Transformation</td>
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<td>Case Study: Schibsted (Bharat Anand)</td>
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<td>3:00pm</td>
<td>Coffee Break</td>
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<tr>
<td>3:30pm</td>
<td>The Content Trap - Interactive Lecture</td>
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<td>(Bharat Anand)</td>
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<td>5:00pm</td>
<td>Free Time/HBS Tour</td>
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<td>6:00pm</td>
<td>Executive Roundtable: Innovation Pipeline</td>
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<td>Dave Munichiello, General Partner, Google Ventures</td>
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<td>David Chao, Co-Founder &amp; General Partner, DCM Ventures</td>
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<td>David Schwab, Managing Director, VVP</td>
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<tr>
<td>7:30pm</td>
<td>Reception &amp; Dinner</td>
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# WEDNESDAY | MAY 25, 2016

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<tr>
<td>7:00am</td>
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<td>9:00am</td>
<td>Value Creation with Complementors</td>
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<td>Case Study: The Walt Disney Company and Pixar</td>
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<td>(Ramon Casadesus-Masanell)</td>
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<td>10:30am</td>
<td>Coffee Break</td>
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<td>11:00am</td>
<td>Value Innovation</td>
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<td>Case Study: The Evolution of the Circus Industry</td>
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<td>(Ramon Casadesus-Masanell)</td>
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<td>12:30pm</td>
<td>Closing Remarks</td>
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<td>(Stefan Thomke)</td>
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<td>1:00pm</td>
<td>Lunch</td>
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We Salute Our Members for Leading Innovation at Fortune 500.
A tribute to all who made Rethink Strategy 2015 a great success.

Andrew Abramczyk  
VP IT Operations and Service Management | Erie Insurance

Steven Ambrose  
VP & CIO | DTE Energy

Jeff Arcuri  
Senior Director IT | Gap

Olivier Beraut  
VP World Wide Program Management and Engineering Execution | Plantronics

David Bernard  
Sr. Director, Global R&D Business + Information Solutions | PepsiCo

Andrew Burstein  
Distinguished Member of Technical Staff | Maxim Integrated

Joe Burton  
EVP of Product, Technology & Strategy and CTO | Plantronics

Rajeev Chandrasekharan  
VP IT - Self Service and Enterprise B2B Systems | Verizon

Paul Chapman  
CIO of HP Software | HP

Scott Charney  
CVP Trustworthy Computing | Microsoft

Scott Crowder  
CIO | BMC Software

Xavier deAnda  
Director, Software Operations | Genoptix

Diana Drysdale  
President PSEG Power Ventures LLC | President PSEG Solar Source LLC | PSEG

Robert Fraley  
CTO | Monsanto

Marc Frons  
CIO | New York Times

Brett Galura  
VP Solution Development, AES Energy Storage | AES Corporation

Andrés Gluski  
CEO | AES Corporation

Alex Gourlay  
President | Walgreens

Nicholas Grabowski  
Principal of Application Architecture | Charles Schwab

Steven Gray  
CTO | CSR

Pearl Gutierrez  
AVP, IT Operations | USAA

Patty Hagen  
VP of Enterprise Technology Management | Northwestern Mutual

Ralph Izzo  
CEO | PSEG

Charles Kalko  
Sr. Engineering Manager Internet Services Operations | Apple

Shafiq Khan  
SVP eCommerce | Marriott

Vas Kodali  
EVP, Technology Partnership Development | Wells Fargo

Roger Krone  
CEO | Leidos

Ashok Kumar  
VP | Verizon

Robin Landeck  
GM, Engineering Operational Excellence | GE

Robert Lang  
VP Risk and Surveillance Solutions, SMARTS and TradeGuard | Nasdaq

Paul Lehman  
CIO | Experian

Robert Logan  
SVP & CIO | Leidos

Steve Mansour  
Head of Engineering | Apple

Frank Marisco  
Sr. Director of Software Engineering | NTT Communications

Kimberly Martin  
Group Head, Value Added Services | Mastercard

Jennifer Mason  
SVP IT Business Partnerships and Planning | Marriott

Mike Migliore  
VP of Application | Sallie Mae
Be Indispensable.

Our mission is to cultivate growth and continuing relevance in organizations by guiding their CTOs, CIOs, VPs Technology and Heads of R&D by providing non-commercial settings, access to innovation, unique content from industry innovators and top academics, powerful networking, career advancement, and early awareness of market opportunities.

Only Senior Technology Leaders from F500 May Apply for Membership.

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