

# FEI FRONT END OF INNOVATION

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## EXPLORE & EXPLOIT

May 16-18, 2023

Omni Boston Hotel at the Seaport, Boston



INNOVATING  
OUTSIDE THE CORE



FINDING  
POWER IN FRICTION



MEGA EVENTS  
INNOVATION



DISRUPTING  
THE FUTURE



SCIENCE OF  
HAPPINESS



INNOVATING  
WITH PURPOSE

## ADVISORY BOARD



### PETER KOEN

Associate Professor,  
School of Business,  
**Stevens Institute  
of Technology**



### MIKE HATRICK

Group Director IP  
Strategy & Portfolio,  
**Volvo Group**



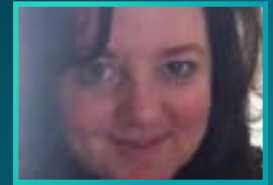
### NAVIN KUNDE

Head of Open  
Innovation, **Clorox**



### TAMMY BUTTERWORTH

Director of  
Innovation, **PepsiCo**



### GAIL MARTINO

Senior Manager, R&D,  
Beauty and Personal  
Care, **Unilever**



### CHRIS VARLEY

Principal, **Goodyear  
Ventures**



### LIZA SANCHEZ

Director, Research &  
Development, **P&G**



### HANNES ERLER

Strategic Director  
Innovation Ecosystems,  
**Swarovski KG**



### ZEINAB ALI

Senior Innovation  
Leader, **Campbells**

## CONSUMER PACKAGED GOODS

Tammy Butterworth, Foresight & Global Front End of Innovation, **PepsiCo**  
Tulani Soffin, R&D Director Principal Scientist Venus/Joy Franchise Products Research, **P&G**  
Cory Sorice, Senior Vice President & Chief Innovation Officer, **Masonite**  
Kiki Redhead, Global CMF & Trend Manager, DesignHous, **The Sherwin-Williams Company**  
Cherie Leonard (she/her), Director, North America Insights, **Colgate-Palmolive Company**  
Gail Martino, Lead, Agile Transformation, North America, Strategy Team, **Unilever**  
Rita El-Khoury, VP, Innovation, **K18 Hair**  
Kelly George, Open Innovation Leader, **Clorox**  
Lona Vincent, Director of Innovation, **Johnson & Johnson**  
Christian Saclier, Vice President Design Innovation, **PepsiCo** and Associate Professor, **Art Center College of Design**

## ACADEMICS

Peter Koen, Director of Consortium for Corporate Entrepreneurship, Associate Professor, School of Business, **Stevens Institute of Technology**  
Prapti Jha, Design Strategy & Research | Design Thinking & Innovation,  
**Harvard Human centered design**  
Nevan C. Hanumara, Scientist, **MIT**  
Catherine A. Sanderson, Poler Family Professor of Psychology, **Amherst College**

## 2023 SPEAKERS INCLUDE

## HEALTHCARE AND PHARMA

Chris Coburn, Chief Innovation Officer, **Mass General Brigham**  
Imran Nasrullah, Vice President & Head, Collaborate2Cure Hub US, Business Development & Licensing, **Bayer Pharmaceuticals**  
Milan Ivosevic, VP of R&D and Innovations, **CooperSurgical**  
Melanee Hannock, Chief Digital Officer, **St. Jude Children's Research Hospital**  
Eduardo Venegas, Customer Service Supervisor, Member Experience, and Innovation, **Blue Cross Blue Shield Innovation Lab**  
Jillian R. Sykes, Manager of Clinical Operations, Member Experience, and Innovation, **CCM**  
Manager of Clinical Operations, Member Experience, and Innovation, **Blue Cross Blue Shield Innovation Lab**

## FINANCIAL

Bridget Nelson, Head of Brand Performance, **MASSMUTUAL**  
Nancy Wellott, Digital Innovation & Strategy Leader, **Amica Insurance**

## CREATIVE

Soon Yu, Award Winning and Best Selling Author of "Friction" and Iconic Advantage  
Sudha Ranganathan, Director Marketing & Talent Solutions, **LinkedIn**  
Harsh Wardhan, Innovation Lead, Design Strategist, **Google**  
Katie Skibinski, Chief Innovation Officer, **Planned Parenthood Federation of America**, Terra.do Climate Fellow, Women In Innovation 2022 Leader Award Winne  
Oscar Barranco Liebana, Director of Innovation, **FIFA World Cup 2022**  
Rhonda Kallman, CEO of Boston Harbor Distillery, Co-Founder **Boston Beer Company**  
**Breast Cancer Survivor & Entrepreneur**

## INSIGHTS PROVIDERS

Kalyn Rozanski, Chief Visionary Officer, **Ebco**  
Erin Mays, CEO and Co-founder, **Ebco**  
Ujwal Arkalgud, Cultural Anthropologist Co-founder, **MotivBase** (Acquired, 2022) Executive Vice President, Lux Research Group Director, CPG Research and Advisory Group  
Nikolas Pearmine, Chief Strategy Officer, **Black Swan Data**  
Elaine Tait, Head of Foresight, **Upland**  
Sasha McCune, Director, **Conifer Research**

# AGENDA SESSIONS

## TRACK 1: PEOPLE

What does it take to be a great innovator/innovation team? This track will focus on us as innovators, the mindset, team building, culture, future goals and career! Sessions will include

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**Innovation Mindset Adoption across an Organization** by Angela B. Reed, Innovation Ambassador and Communicator, **Chick-fil-A, Inc**

**The Future of Work – How talent recruitment, development and retention will evolve over the next decade** by Sudha Ranganathan, Director Marketing & Talent Solutions, **LinkedIn**

**Friction and obtaining senior buy in** by **Soon Yu**, Award Winning and Best Selling Author of "Friction" and **Iconic Advantage**

## TRACK 2: FORESIGHT

**Foresight: What do our customer want? This track will focus on trends and foresight practices for meaningful innovation.** Sessions will include:

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**Moving from innovation churn to big breakthroughs** by Tammy Butterworth, Director of Innovation, **Pepsi**

**Panel: Foresight practices for meaningful innovation** by Bridget Nelson She/Her, Head of Brand Performance, **MASSMUTUAL** and Elaine Tait, Head of Foresight, **Upland**

**Derisking Innovation by looking outside your industry** by Ishan Jaithwa, Innovation Manager, New Growth Areas at **Cummins**

## TRACK 3: STRATEGY

How do we strategize for big breakthroughs? This track will focus on frameworks for creating high revenue innovation across large organization. Sessions will include:

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**Organize for innovation success and ways to collaborate effectively with industry** by Chris Coburn, Chief Innovation Officer, **Mass General Brigham**

**How to be creative in delivering innovation** by Imran Nasrullah, Vice President & Head, Collaborate2Cure Hub US, Business Development & Licensing, **Bayer Pharmaceuticals**

**Panel: Secrets of successful innovation** with Bridgette Wolf, CMO, **My Mochi**, Tulani Soffin, R&D Director Principal Scientist Venus/Joy Franchise Products Research, **P&G**, Cory Sorice, Senior Vice President & Chief Innovation Officer, **Masonite**, Katie Skibinski, Chief Innovation Officer, **Planned Parenthood Federation of America**, Terra.do Climate Fellow, Women In Innovation 2022 Leader Award Winner

## TRACK 4: DESIGN

Trends in design as well as design led innovation as means to developing organizational capabilities to respond to changing markets. Sessions will include:

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**Leading Innovation with Design - Part 1, Alignment and understanding** led by Prapti Jha, Design Strategy & Research | Design Thinking & Innovation, **Harvard Human centered design**

**Leading Innovation with Design - Part 2, Business Frameworks and Case studies** led by Harsh Wardhan, Innovation Lead, Design Strategist, **Google**

**Trends and design of the future** led by Kiki Redhead, Global CMF & Trend Manager, **DesignHous**, **The Sherwin-Williams Company**

## TRACK 5: DATA

What does data tell us about the future of innovation?

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**Panel: How to pick your next big idea** with Cherie Leonard (she/her), Director, North America Insights, **Colgate-Palmolive Company**

**Deconstructing Trends For Innovation: Using Trends to Inspire Real-World Product and Service Ideas** by Kalyn Rozanski, Chief Visionary Officer, **Ebco** and Erin Mays, CEO and Co-founder, **Ebco**

## TRACK 6: GROWTH

What are the commercially minded innovation of the future. In this track speakers will focus on the ROI and innovation acceleration. Session will include:

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**H1 2023 Spend & Trends Report Panel** with Michele Sandoval, Director of Innovation, **E.J. Gallo Winery** and Gail Martino, Lead, Agile Transformation, North America, Strategy Team, **Unilever**

**Panel: Women in Innovation** led by Lona Vincent, Director of Innovation, **Johnson & Johnson**

Katie Skibinski, Chief Innovation Officer, **Planned Parenthood Federation of America**, Terra.do Climate Fellow, Women In Innovation 2022 Leader Award Winner

**Creating new laboratories of Learning - Leveraging existing assets to test, learn and unlock Innovation across your enterprise** led by Ben Bradbury, Senior Innovation Manager, **E.J. Gallo Winery** and **Lecturer UC Berkeley Haas** and Michele Sandoval, Director of Innovation, **E.J. Gallo Winery**

## TRACK 7: PARTNERSHIPS & ECOSYSTEMS

What are the secrets of perfectly orchestrated start up and big corp ecosystem? This track will focus on successful and impactful cooperation between the two. Sessions will include:

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**Navigating the start-up ecosystem to enable successful corporate partnerships and impactful innovations** with Rita El-Khoury, VP, Innovation, **K18 Hair** and Kelly George, Open Innovation Leader, **Clorox**

**Panel: How to fail and what not to do when working with start ups** with Nevan C. Hanumara, Scientist, **MIT**, David Hagan, CEO, **QuantAQ**, Mike Moran, CEO, **Seamless Ventures**, Ernesto C. Martinez-Villalpando, Head of Innovation, **MassChallenge**

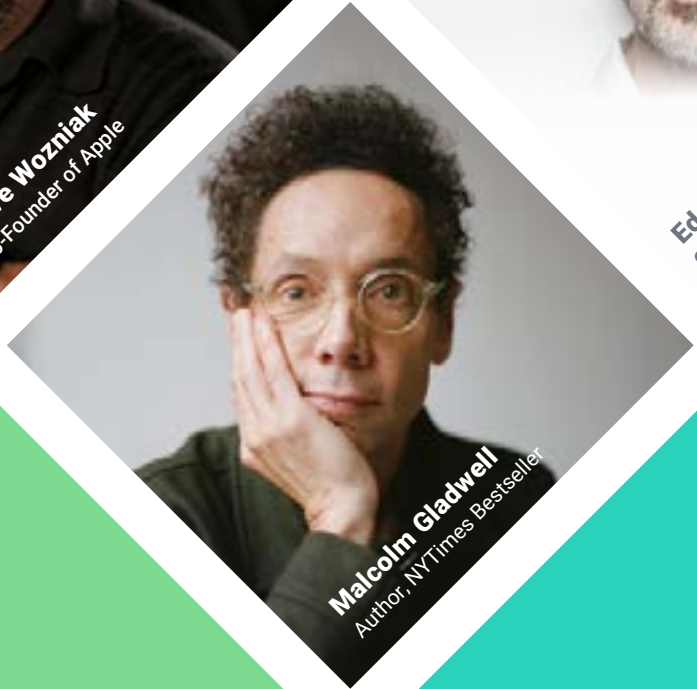
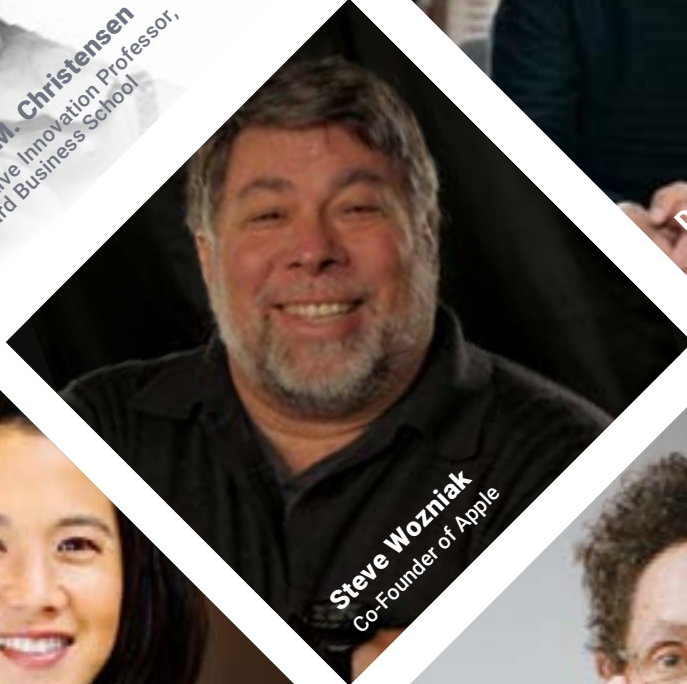
**Corporate Venturing: End-to-End Product Innovation Framework** by Milan Ivosevic, VP of R&D and Innovations, **CooperSurgical**

# THE INDUSTRY'S MOST TRUSTED INNOVATION EVENT

For 20 years, FEI has been THE event where trends are presented before they become trends. That's why for over two decades, your peers have trusted FEI as their annual meeting place to train their teams, upskill themselves, and meet the people they need to know to advance their business.



## PAST KEYNOTES HAVE INCLUDED:



# OUTSIDE THE CONFERENCE WALLS

FEI offers five off-site experiences taking place throughout the conference where each of the offers different experiences, learning opportunities and networking possibilities. Some of the off-site experiences FEI offers this year include: MIT Media Lab (2 tours and 6 labs visited), MIT Museum, Boston Beer Brewery and Mass Challenge

## MIT MEDIA LAB

**Xverse (metaverse)**  
Tangible Media  
(#TeleAbsense, #Programmable Materials)  
Responsive Environments  
(#Sensing, #IoT, #Sustainability)

**Health Tech**  
Affective Computing  
(#Digital Mental Health,

#Prediction, #Intervention on Depression)  
Conformable Decoders  
(#Body Mountable Devices, #Wearables)

**AI**  
Fluid Interfaces (#Digital Human, #Digital Health, #Wearables)  
Personal Robots (#Social Robots, #Learning, #DE&I)

## BOSTON BREWERY

Learn about the brewing process and the Research and Development program for Samuel Adams innovation. Tour our brewhouse and taste with us. Some walk-in availability.

## MASS CHALLENGE

A tour of MassChallenge including a stimulating panel discussion hosted by Mass Challenge

## MIT MUSEUM AI: MIND THE GAP

The irony of artificial intelligence is that it inspires new perspectives on human intelligence..



## BRING YOUR TEAM

FEI is best experienced when attended with your colleagues. Join as a group and benefit from several perks as a group attendee including: bespoke content and networking with speakers, field trip of your choice group seats, and of course group discounts.

### SEND A TEAM

Each year, Fortune 1000 organizations rely on FEI as their annual meeting place to **TRAIN THEIR ENTIRE TEAM**. Here are five reasons this is the year to send your innovation department to FEI:



#### DIVIDE, CONQUER & SHARE

With 3 tracks, off-site field trip sessions, and over 500 innovators to meet and network with, FEI is best experienced with a team. Private debrief rooms available to teams of 5+.



#### ONSITE CERTIFICATION PROGRAM

Teams have access to Innovation Leadership certification, accredited by Informa.



#### SEND MORE, SAVE MORE

The more members of the team you send, the bigger discount you receive.



#### CROSS-FUNCTIONAL DEVELOPMENT

Successful innovation requires collaboration between your insights, innovation and product development leaders. Bring them all to align your organization across departments.



#### IN AN ERA OF REMOTE WORK —BRING YOUR TEAM TOGETHER

Many organizations leverage HR budgets and use FEI as a team off-site meeting site. Innovators thrive on creativity- FEI delivers inspiration and learning all in one place.

## FEI WITH PURPOSE. CHARITY PARTNER FOR 2023



### NETWORK NETWORK NETWORK

FEI offer extended networking time slots, small workshop sessions, field trips, speed networking session as well as app networking opportunities. FEI also offer year round hybrid networking via our popular LinkedIn group and live digital events.