How do mature companies adapt to market shifts and changes in the global economy? Certainly, some have been successful at adapting (e.g. IBM, Apple, Netflix, GE) while others have struggled (e.g. Kodak, Tower Records, Blockbuster, Novell).

Yes, the answer lies partly in technology advancement and partly in business model changes. But success also depends on the methods of the leadership, a culture of innovation, organizational behaviors, and the tactical processes of developing new businesses within existing firms.
Often, we see great product ideas fail due to misalignment within the firm, lack of execution, and a misunderstanding on how to take projects forward. The logical steps of choosing a market, finding requirements, and building the product seem to make a lot of sense, but in reality, the process is not as linear and involves many other factors.

This talk by Dr. Ikhlaq Sidhu, the faculty director and founder of UC Berkeley's Sutardja Center for Entrepreneurship & Technology, is intended to begin to demystify innovation and the use of entrepreneurial techniques within existing firms. Topics related to this talk also include psychology of innovation and Silicon Valley updates such as technology concepts (AI, robotics, big data, etc.) to watch.

Dr. Sidhu is a serial innovator with an industry background and the perspective of an academic. He is an innovator in the narrow sense (e.g. created 60+ patents, technology, and products) and he is an innovator in the broad sense (e.g. launched ventures, raised funds, founded organizations, led businesses, and navigated complex political challenges) within areas of data networking, telecommunications, and academics.

Following Dr. Sidhu's presentation, attendees will also learn about the upcoming Silicon Valley Innovation Leadership (SVIL) program at UC Berkeley and in Silicon Valley.

We hope you can attend this complimentary event.

ABOUT THE SPEAKER

Dr. Ikhlaq Sidhu
Faculty Director and Founder, Sutardja Center for Entrepreneurship & Technology (SCET) at UC Berkeley
Ikhlaq Sidhu teaches, advises, and manages people to enable impactful and relevant innovation, which today demands a different kind of leadership. From him, people learn how to create new things that are technically complex that will also actually have impact in the real world.

By now, Sidhu is probably most known for bringing an industry perspective to academia. He founded the Sutardja Center for Entrepreneurship & Technology in 2005 and launched its many spin-offs programs. With Ken Singer, he co-created the Berkeley Method of Entrepreneurship (for students) and the Berkeley Method of Innovation Leadership (for existing companies). Both of these frameworks add concepts of social-psychology, mindset, and journey to the traditional steps of innovation. The spin-offs from his work at Berkeley include the GVL in 2008, the Fung Institute in 2009, the Engineering Leadership Professional Program in 2011, SkyDeck in 2012, the Innovation Collider in 2015, and Data-X in 2016.

Sidhu serves on several boards and advisory roles including Venture Advisor at Onset Ventures (a leading Silicon Valley investment firm), the Faculty Committee for Lawrence Hall of Science at UC Berkeley, the Board of Trustees of the Hamad Bin Khalifa University, Qatar, Fellow, Applied Innovation Institute, and the Faculty Director’s Council, Jacob’s Institute of Design at UC Berkeley.

Dr. Sidhu was awarded 3Com Corporation’s “Inventor of the Year” in 1999. He has been granted over 60 US Patents in networking technology, IP telephony, communications, and mobile computing. He received the IEOR Emerging Area Professor Award from his department at Berkeley in 2009. Dr. Sidhu received his bachelor’s degree in Electrical and Computer Engineering from the University of Illinois at Urbana-Champaign, and his masters’ degree and doctorate in Electrical Engineering from Northwestern University.

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FOR QUESTIONS, PLEASE CONTACT:

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Tue, September 26, 2017
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Organizer of CKGSB Knowledge Series: A Silicon Valley Perspective on Leading Entrepreneurship & Innovation

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