

## CONFERENCE INFORMATION / REGISTRATION

Reserve by December 10th and Save \$200

# 4 WAYS TO REGISTER:

Call: **1-800-338-2223** or **781-891-8080**  
(weekdays, 9:00am–5:30pm EST)

Fax to: **781-398-1889**

Internet: **www.CoDevPD.org**

Mail to: **CoDev**  
c/o Management Roundtable,  
92 Crescent Street, Waltham MA 02453

Please accept the following registration(s): (please use photocopies for additional people)

PLEASE CHECK THE SESSIONS YOU PLAN TO ATTEND:

- Conference** (See inside for rate information)
- Pre-conference Workshop(s)**: (\$545 each with conference registration; \$745 each stand-alone)
- Morning**  **A Alliance Strategy**  
OR  **B Building the Open Innovation Pyramid™**
- Afternoon**  **C Using Technology Scouting to Drive Innovation**  
OR  **D Deal Making 101**

TOTAL FEE \$ \_\_\_\_\_

Name: Mr. / Ms. \_\_\_\_\_

Title: \_\_\_\_\_

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**Payment Information** (Amount \$ \_\_\_\_\_)

- Check enclosed, payable in US funds to *Management Roundtable*.
- Please bill by  Visa  Mastercard  AMEX  Diner's Club
- Account # \_\_\_\_\_ Exp. Date: \_\_\_\_\_
- Name on card: \_\_\_\_\_
- Signature \_\_\_\_\_
- Please bill my company, PO # \_\_\_\_\_

Registration Code: Web Download

## ATTEND CoDev2011 AND LEARN HOW TO:

- Determine the optimal organizational structure to support and grow your company's open innovation capabilities
- Evolve your company culture to embrace innovation
- Develop rewards and incentives to effectively drive open innovation performance
- Advance open innovation efforts through early supplier involvement
- Expand your open innovation processes across multiple business functions & levels
- Manage multiple open innovation partners on a single open innovation initiative

The Tenth Annual MRT/PDMA International Congress on  
Open Innovation & Co-Development

# CoDev 2011

Scottsdale, AZ  
January 24–26, 2011

## Accessing Networks and Knowledge to Create Business Value



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Waltham, MA 02453

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*"If you have 'innovation' or 'open innovation' in your job title or in your job description you need to be at CoDev. It doesn't matter if you are an expert or a beginner, this conference is very relevant."*

Sean Warren, Pure Insight

The Tenth Annual MRT/PDMA International Congress on  
Open Innovation & Co-Development

# CoDev 2011

Scottsdale, AZ  
January 24–26, 2011

## Accessing Networks and Knowledge to Create Business Value

*A two-day conference focused on how to develop and implement solid internal foundations for open innovation, integrate open innovation practices across global functions and organizations, and evolve your company culture to drive higher value deals*

### Keynote Presenters:



**John Seely Brown**, Visiting Scholar and Advisor to the Provost, **University of Southern California**, Independent Co-Chairman, **Deloitte Center for the Edge** — on collaborative innovation and the pull economy—examining how the core ecosystem can be made stronger by sharing knowledge gathered from learning on the edge.



**Joseph DeStephano**, Director, Research & Development, **H.J. Heinz** — on how Heinz evolved its external innovation efforts from primarily a North American effort to a global matrix, the required changes to organizational structure and leadership roles, and the capabilities and processes needed to deliver global innovations.



**Richard J. Friedrich**, Director, Strategy and Innovation Office, **HP Labs** — on key strategies for tapping into the global marketplace of creative individuals and accessing the power of the triumvirate of strategic collaborations with academia, industry and government.



**Thomas Lackner**, Head, Open Innovation Program, Chief Technology Office, **Siemens AG** — on how Siemens merged its long-term open innovation efforts with more crowd-sourcing and Internet-based innovation activities, overcame barriers of "silo thinking," and truly leveraged the potential of an open-networked enterprise.

### Don't miss this opportunity to learn how to:

- Select the right organizational design to achieve your open innovation strategy
- Foster an organizational culture to break down internal and external barriers to open innovation
- Embed open innovation practices and processes across functions, organizations and geographies
- Reap the benefits of co-developing with partners/suppliers earlier in the innovation process
- Effectively engage global stakeholders in external innovation efforts
- Manage multiple open innovation partners on a single open innovation initiative

### Case presentations and key practitioner insights by open innovation leaders from:

MICROSOFT ■ KRAFT FOODS ■ CLOROX ■  
KELLOGG ■ CONOCOPHILLIPS ■ PEPSICO ■  
INTUIT ■ SHELL INTERNATIONAL ■ MERCK ■  
CAMPBELL SOUP CO ■ TESCO ■ CROWN TECH ■  
COLGATE-PALMOLIVE ■ GLAXOSMITHKLINE  
CONSUMER HEALTHCARE ■ LG ELECTRONICS

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Scottsdale, AZ  
January 24-26, 2011

## Accessing Networks and Knowledge to Create Business Value

### Why this conference is important to you

OVER THE PAST TEN YEARS, THE CODEV conference has chronicled the steady growth of co-development and open innovation efforts across industry. CoDev conferences have also provided a pivotal venue where all levels of open innovation practitioners can share their insights, openly discuss obstacles and challenges, and share potential solutions as the complexity of external innovation now spans multiple functions, organizations and geographies.

The Tenth Annual PDMA/MRT International Congress, **CoDev2011: Accessing Networks and Knowledge to Create Business Value**, being held **January 24-26, 2011**, in Scottsdale, Arizona, at the Talking Stick Resort, is assembling another outstanding faculty of open innovation ambassadors with an extraordinary depth of knowledge and experience in collaborative innovation efforts. This year's program will not disappoint! You'll hear brand new keynotes and case studies from early adopters and from companies who've just launched their efforts in the past two years. Exemplary innovation leaders from **Shell International, Microsoft, Clorox, Kraft Foods, Heinz, HP Labs, Siemens, Colgate-Palmolive, GlaxoSmithKline, Campbell Soup Company, PepsiCo, Crown Tech, ConocoPhillips, Intuit, Merck, Tesco** and others plan to share their open innovation journeys, lessons learned and future steps.

In addition, **CoDev2011** offers multiple opportunities via extended Q&A, fireside chats, panel sessions, content integration sessions, networking sessions, breakfasts, luncheons and receptions to meet and ask questions of our faculty members. Connect with other innovation leaders and extend your innovation network to include some of the top open innovation thought leaders. If you are looking for the most up-to-date practitioner-based content on open innovation, **CoDev2011** promises to once again deliver on all fronts. Reserve your seat today and join us for an enlightening discussion on past, present and future trends in open innovation and how you can capitalize on them to gain more value from your open innovation investments.

### Who should attend

This event typically draws 250+ **Chief Technology Officers, Vice Presidents, Managers, and Directors of Open Innovation, Innovation, Product Development, R&D, Continuous Improvement, Engineering, Manufacturing**, and more from a cross-section of industries including aerospace, medical devices, consumer goods, pharmaceuticals, biotech, oil & gas, electronics, hi-tech, defense, food & beverage, and others.

### CONFERENCE CHAIR



**Cheryl Perkins**,  
President & Founder,  
Innovationedge

Cheryl Perkins is a thought leader in innovation and a creative catalyst in brand-building initiatives that contribute to rewarding consumer experiences and improved business performance. She was identified as one of the *Top 25 Champions of Innovation* by BusinessWeek magazine and named as a top executive driving vision within the consumer goods industry by Consumer Goods Technology magazine.

As President of Innovationedge LLC, she is leading companies across many industries to build sustainable innovation capabilities and define sustainable growth opportunities. Her work involves designing and implementing organizational structures, processes, systems and tools that enable open innovation and growth.

**"This is one of the highest caliber events that I have attended from an informational and learning standpoint."**

Peter Sigmon, Shaw Industries

## Key Deliverables

By participating in CoDev2011, you will receive:

- **Candid advice, guidance and proven how-to's from leaders in the field**
- **Multiple networking and benchmarking opportunities throughout the program and beyond**
- **Reference Binder — complete with case examples, handouts and data to serve as a permanent reference**
- **Special follow-up package sent electronically to all participants with conference summary, downloadable files and extra notes**
- **Direct answers to your specific questions from advance practitioners and leading open innovation thought leaders during the interactive panel sessions, fireside chat and extended Q&A with keynotes and case presenters**
- **Executive Summary of CoDev2011 — available for download within three weeks of the conference**
- **Recommended resources for follow-up and further exploration**

## A Great Place to Meet Your Market!

The optimal conference experience includes learning about available resources, products and services that enable successful implementation of the concepts presented. Sessions, exhibits, and networking activities are closely intertwined and each sponsor is highly visible. So take advantage of this opportunity to meet industry leaders in a setting conducive to shared learning and relationship-building.

For more information on how to position your firm as a sponsor or exhibitor, contact: Beth Schragger at 978-263-9931, or email bschragger@comcast.net.

### DISTINGUISHED FACULTY



**Jason Albert**  
Associate General Counsel for IP Policy and Strategy,  
Microsoft Corporation



**Adriano Amaral**  
Co-Founder and CEO,  
CETEB and POSEAD



**Tim Bernstein**  
Chief Operating Officer,  
yet2.com



**Jan Bosch**  
Vice President, Open Innovation,  
Intuit



**John Seely Brown**  
Visiting Scholar/Advisor to the Provost,  
University of Southern California,  
Independent Co-Chairman, Deloitte Center for the Edge



**Wendy Calvin**  
Key Business Developer for Production Assurance Technology,  
ConocoPhillips



**Owen Carryl, PhD**  
Sr. Group Manager, Open Innovation & New Business Development  
PepsiCo Global Foods R&D



**Pat Clusman**  
Director, Innovation Capabilities Development  
Innovationedge



**Russ Conser**  
Manager—GameChanger  
Shell International E&P, Inc.



**Wayne Delker**  
Senior Vice President and Chief Innovation Officer  
Clorox



**Joseph DeStefano**  
Director, Research & Development  
H.J. Heinz



**Thomas L. Fare, PhD**  
Director, Technology Licensing Integrator, External Scientific Affairs  
Merck



**Richard J. Friedrich**  
Director, Strategy and Innovation Office  
HP Labs



**Ben Gomes-Casseres**  
Author, *Mastering Alliance Strategy*, and Professor, Brandeis University



**A.J. Kait**  
Senior Director, Global Research & Development Strategy  
Campbell Soup Company



**Thomas Lackner**  
Head, Open Innovation Program,  
Chief Technology Office  
Siemens AG



**Nick Lansley**  
Head of R&D  
Tesco



**Stefan Lindegaard**  
Founder & Chief Facilitator  
I5inno



**Jeff Lindsay**  
Director, Solution Development  
Innovationedge



**Ronald McDermott, PhD**  
Vice President, Advanced Innovation, Research, Quality & Technology  
Kellogg Company



**Jay Paap**  
President  
Paap Associates



**Cheryl Perkins**  
CoDev Conference Chair  
President & Founder  
Innovationedge



**Kelvin Pitman**  
Director of Open Innovation  
CROWN Packaging Technology



**Dan Ranta**  
Director of Knowledge Sharing  
ConocoPhillips



**Mary Beth Robles**  
Vice President, External Innovation  
Colgate-Palmolive Company



**Helene Rutledge**  
Director of Open Innovation  
GlaxoSmithKline Consumer Healthcare



**Christopher J. Ryu**  
Senior Advisor & Project Manager,  
Collaborate & Innovate Team  
LG Electronics



**Dr. Gene Slowinski**  
Director, Strategic Alliance Research,  
Rutgers University, and Managing Partner, Alliance Management Group



**Jean Spence**  
Executive Vice President, Research, Development & Quality  
Kraft Foods

Register Today! 800.338.2223

www.CoDevPD.org

# Pre-Conference Workshops

MONDAY, JANUARY 24, 2011

**WORKSHOP A** MONDAY MORNING • 8:00 AM – NOON

## Alliance Strategy: Create Competitive Advantage from Your External Relationships



**Ben Gomes-Casseres**, Author, *Mastering Alliance Strategy: A Comprehensive Guide to Design, Management, and Organization*; and Professor, **Brandeis University**

Alliances take many forms and one size definitely doesn't fit all. The choices you face are bewildering: buying companies, joining with others in partnerships of various sorts, or forming a network of affiliates around your business. This workshop will help you understand your options and create a winning strategy. Topics will include:

- Relationship options: make or buy, and everything in between
- Keys to alliance design: strategic goals, partner selection, and structure
- Multi-party constellations: consortia, ecosystems and open innovation
- Building an alliance capability: culture, communication, and tools

You will learn how to make partnerships an integral part of your innovation strategy, how to crack problems and avoid pitfalls in your approach. Practical tools will include:

- The Arc of Alliance Strategy: Your roadmap to success
- The Alliance Continuum: Know what kind of deal to use, and when
- Alliance Design Flowchart: Do your homework, then strike a deal
- Your Relational Footprint: Know where you stand, and where you want to go

**WORKSHOP B** MONDAY MORNING • 8:00 AM – NOON

## Building the Open Innovation Pyramid™



**Cheryl Perkins**,  
Founder & President,  
**Innovationedge**



**Jeff Lindsay**,  
Director of Solution  
Development,  
**Innovationedge**



**Pat Clusman**,  
Director, Innovation  
Capabilities Develop.,  
**Innovationedge**

This workshop will help you identify key elements of the Open Innovation (OI) Pyramid model necessary to build a solid foundation for open innovation. The components of the OI Pyramid will be brought to life through case study presentations, facilitated exercises and rich discussions. The five key components of the OI Pyramid model include: intellectual assets, competitive intelligence, knowledge management, alliance management and culture.

IN THIS SESSION, YOU WILL LEARN:

- The role intellectual assets play in building a solid open innovation foundation
- How to introduce more competitive intelligence and marketing insight to better define and align business strategy and R&D / OI projects to the overall business objectives
- How to leverage knowledge management and enterprise-wide knowledge sharing to address open innovation challenges
- The role of organizational culture and how to strengthen the "will to share" of your innovation community and keep innovators involved
- Strategies to manage partnerships and alliances to deliver results by allocating the appropriate resources and striking the mix / balance
- To effectively address Innovation Fatigue Factors™ that can silently kill the future of innovation

GUEST PRESENTERS:



**Wendy Calvin**, Key Business  
Developer for Production Assurance  
Technology, **ConocoPhillips**



**Dan Ranta**, Director of Knowledge  
Sharing, **ConocoPhillips**

**WORKSHOP C** MONDAY AFTERNOON • 1:00 – 5:00 PM

## Using Technology Scouting to Drive Innovation



**Jay Paap**, President, **Paap Associates**

Increasingly firms are looking outside to complement their internal development efforts with technology from the outside. Too often these technology scouting efforts fail to live up to the promise of enhancing new product development and generating higher levels of innovation. This interactive workshop will explore why firms set up scouting programs, why they often go wrong, and what steps can be taken to ensure that technology scouting is a driver of innovation. Dr. Jay Paap will share a proven technology scouting framework that guides firms through the steps of identifying where external technology might provide value, how and where to look, and techniques to incorporate external technologies into your organization.

IN THIS SESSION, YOU WILL LEARN:

- How to frame the search to increase chances for innovative solutions for your needs
- Sources for locating new and emerging technologies
- Selecting and forming the right relationship to ensure you secure the technology you need
- Keys to setting up a program

**WORKSHOP D** MONDAY AFTERNOON • 1:00 – 5:00 PM

## Deal Making 101: Tools, Methods and Approaches for Win-Win Negotiations



**Tim Bernstein**, Chief Operating Officer, **yet2.com**

Focused on the key areas of licensing negotiations, this highly participatory session will address the following deal making topics via lecture, case studies and interactive exercises:

- Initiating discussions
- Building trust / maintaining momentum
- What level of information to share (i.e., how open to be)
- When to address the tough issues
- Tools to accelerate negotiations
- Avoiding pitfalls and black holes
- Dynamics of intermediaries and anonymity

Participants will have an opportunity to design their own deal-making approach. Further discussion emphasis will focus on what it takes to bridge the significant gap that can exist between two parties when they are first approaching the deal, as well as which approaches are more likely to lead to win-win scenarios.

# Conference Keynotes

TUESDAY, JANUARY 25 • 8:30 – 9:30 AM

## Institutionalizing Processes, Integrating Geographies and Delivering Innovations to Build External Innovation Success



**Joseph DeStephano**,  
Director, Research & Development,  
**H.J. Heinz**

Mr. DeStephano will discuss how Heinz transitioned its external innovation activities from a North American effort to a global matrix with capability that is delivering innovation. He will also address the mission, leadership, structure and processes of their external innovation initiatives which includes and encompasses support functions that are necessary to execute their integrated processes.

YOU WILL LEARN ABOUT:

- Effective engagement of global stakeholders in external innovation efforts
- Structure and roles that enable global collaboration
- Capabilities and processes required to deliver global innovations
- Partnerships with suppliers and advance research centers that virtually access the advanced technology solutions to meet the company and consumer needs

TUESDAY, JANUARY 25 • 4:15 – 5:15 PM

## Open Innovation at Siemens



**Thomas Lackner**,  
Head, Open Innovation Program, Chief Technology Office,  
**Siemens AG**

Over the past two years, Siemens has set up an Open Innovation Program to ensure the consistent completion of existing, successful approaches—like collaborations with universities and research institutions, patent management, the Siemens Technology Accelerator, as well as the Technology to Business Center. In this presentation, Dr. Lackner will discuss how Siemens' Open Innovation Program gained momentum, overcame barriers of "silo thinking," and has been able to truly leverage the potential of an open-networked enterprise. Specifically, he will discuss:

- The generation of over 600 innovative designs via an external idea contest by Osram around "LED—emotionalize your light"
- The success of an internal idea contest focused on "sustainability" that garnered the participation of 3000 Siemens employees
- The launching of the TechnoWeb—an internal platform that facilitates expert networking within Siemens. Urgent requests are fielded by TechnoWeb community of more than 8,000 experts
- Outputs and results of Open Innovation Program versus traditional methods

WEDNESDAY, JANUARY 26 • 8:15 – 9:15 AM

## Open Innovation at HP Labs: Accelerating Breakthroughs from Atoms to the Clouds



**Richard J. Friedrich**,  
Director, Strategy and Innovation Office,  
**HP Labs**

HP Labs' Strategy and Open Innovation Office pursues and coordinates research collaborations with top researchers and entrepreneurs in academia, government and business around the world. The office consists of a global team, bringing together expertise from around the world to foster discovery and address important issues. Mr. Friedrich will outline the context, motivation and results of HP Labs' Open Innovation Program and will discuss:

- Open standards, open source and open innovation: a natural evolution
- Tapping into the global marketplace of creative individuals and ideas
- The power of the triumvirate: strategic collaborations with academia, industry and government
- The Innovation Research Program: an annual, global, open competitive call for research collaboration proposals
- The Customer Co-innovation Program: accelerating and amplifying HP Labs big bets in a real world context with leading edge customers
- Breakthrough technology resulting from university collaborations and customer co-innovations

WEDNESDAY, JANUARY 26 • 1:15 – 2:30 PM

## Changing the Game through the Power of Pull



**John Seely Brown**,  
Visiting Scholar and Advisor to the Provost, **Univ. of Southern California**,  
and Independent Co-Chairman, **Deloitte Center for the Edge**

The 21st century calls for new ways to create value and drive innovation. John Seely Brown will discuss how small moves, smartly made can set big things in motion. He will demonstrate how collaborating in social networks and cloud computing can allow you to play the innovation game differently. John will also show how that in order to do this you must do the following:

- Understand and honor not just new skills but also new dispositions
- Couple dispositions to create a virtuous cycle that enable you to seek out available resources with an eye toward appropriating and repurposing them for the problem at hand
- Connect disposition, supported by social networks, to amplify your reach, builds trust and peripheral awareness to form a powerful pull platform for global innovation.

**"If you have 'innovation' or 'open innovation' in your job title or in your job description you need to be at CoDev. It doesn't matter if you are an expert or a beginner, this conference is very relevant."**

Sean Warren, Pure Insight

**"Great sharing of ideas and concepts by all participants. Real-time, immediate value. Very, very impressed with consistent high quality of speakers – that's rare at this type of conference."**

Craig Rethwell, The Kellogg Company

Register Today! 800.338.2223 [www.CoDevPD.org](http://www.CoDevPD.org)

## MONDAY, JANUARY 24, 2011 • PRE-CONFERENCE WORKSHOPS

7:00 – 8:00	Continental Breakfast / Registration
8:00 – Noon	<b>Workshop A: Building Your Alliance Capability—Creating Competitive Advantage with Your External Relationships</b> , Ben Gomes-Casseres, <b>Brandeis University</b>
8:00 – Noon	<b>Workshop B: Building the Open Innovation Pyramid™</b> , Cheryl Perkins, Jeff Lindsay, Pat Clusman, <b>Innovationedge</b>
Noon – 1:00	Lunch for Workshop Participants
1:00 – 5:00	<b>Workshop C: Using Technology Scouting to Drive Innovation</b> , Jay Paap, <b>Paap Associates</b>
1:00 – 5:00	<b>Workshop D: Deal Making 101: Tools, Methods &amp; Approaches for Win/Win Negotiations</b> , Tim Bernstein, <b>yet2.com</b>
6:00 – 7:00	Opening Network Reception / Exhibits Open

## TUESDAY, JANUARY 25, 2011 • CONFERENCE DAY ONE

7:00 – 8:00	Conference Registration / Continental Breakfast
8:00 – 8:15	Welcoming Remarks
8:15 – 8:30	Conference Chair, Opening Remarks
8:30 – 9:30	<b>Keynote: Institutionalizing Processes, Integrating Geographies and Delivering Innovations to Build External Innovation Success</b> , Joseph DeStephano, <b>H.J. Heinz</b>
<b>SELECTING THE RIGHT ORGANIZATIONAL DESIGN TO ACHIEVE YOUR OI STRATEGY</b>	
9:30 – 10:00	Case Study: <b>A Strategic Approach to Open Innovation, Processes and Culture Yields Increased Revenue Growth and Advanced Solutions</b> , Owen Carryl, <b>PepsiCo</b>
10:00 – 10:30	Case Study: <b>TBA</b>
10:30 – 10:45	Refreshment Break / Exhibits Open
10:45 – 11:45	<b>Fireside Chat: Mary Beth Robles, Colgate-Palmolive; Wayne Delker, Clorox; and Jean Spence, Kraft Foods</b> Cheryl Perkins, Moderator
11:45 – 1:00	Luncheon / Exhibits Open
1:00 – 1:45	<b>Featured Session: Open Innovation Beyond Borders</b> , Expert Interview with Adriano Amaral, CEO, <b>CETEB</b> , and CEO, <b>POSEAD</b>
<b>TRACK A: LAYING THE FOUNDATION FOR OPEN INNOVATION SUCCESS</b>	
1:45 – 2:30	Case Study: <b>GSK Healthcare's Adventure into Open Innovation and Beyond</b> , Helene Rutledge, <b>GSK</b> , and Gene Slowinski, <b>Rutgers University</b>
2:30 – 3:15	Case Study: <b>Deal Structuring for Successful Open Innovation</b> , Russ Conser, <b>Shell</b> , and Stefan Lindegaard, <b>ISinno</b>
3:15 – 3:30	Refreshment Break / Exhibits Open
3:30 – 4:15	Case Study: <b>Achieving Open Innovation Success with a Bottom-Up Approach to Implementation</b> , A.J. Kait, <b>The Campbell Soup Company</b>
4:15 – 5:15	<b>Keynote: Open Innovation at Siemens</b> , Thomas Lackner, <b>Siemens AG Corporation</b>
5:15 – 5:45	Content Integration Session / Closing Remarks for Conference Day One, Cheryl Perkins, Conference Chair
6:00 – 7:00	Networking Reception

## WEDNESDAY, JANUARY 26, 2011 • CONFERENCE DAY TWO

7:00 – 7:45	Breakfast Session
8:00 – 8:15	Opening Remarks, Conference Chair
<b>EMBEDDING OPEN INNOVATION PRACTICES INTO STANDARD OPERATING BUSINESS PROCESSES</b>	
8:15 – 9:15	<b>Keynote: Open Innovation at HP Labs: Accelerating Breakthroughs from Atoms to the Cloud</b> , Richard Friedrich, <b>HP Labs</b>
9:15 – 9:45	Case Study: <b>Making Open Innovation Work: Key Steps to Break Down Internal and External Barriers</b> , Jan Bosch, <b>Intuit</b>
9:45 – 10:00	Refreshment Break
10:00 – 10:30	Case Study: <b>Leveraging Consumers as Co-Developers to Deliver Novel Mobile Applications at Tesco</b> , Nick Lansley, <b>Tesco</b>
10:30 – 11:00	Case Study: <b>Kelvin Pitman, CROWN Packaging Technology</b>
11:00 – Noon	<b>Panel Session: Open Innovation Tools and Methods</b>
Noon – 1:15	Luncheon / Exhibits Open
1:15 – 2:30	<b>Keynote: Changing the Game through the Power of Pull</b> , John Seely Brown, <b>University of Southern California</b> and <b>Deloitte Center for the Edge</b>
<b>CO-DEVELOPING WITH SUPPLIERS AND PARTNERS EARLIER IN THE INNOVATION PROCESS</b>	
2:30 – 3:30	Case Study: <b>Engaging Partners and Suppliers at the Onset of the Innovation Process and Beyond</b> , Ronald McDermott, <b>Kellogg Company</b>
3:30 – 4:00	Content Integration and Closing Remarks

## Fireside Chat

TUESDAY, JANUARY 25, 2011 • 10:45 – 11:45 AM

### Open Innovation Future Perspectives from Top Industry Leaders



**Mary Beth Robles**,  
Vice President,  
External Innovation,  
**Colgate-Palmolive**



**Wayne Delker**,  
Senior Vice President and  
Chief Innovation Officer,  
**Clorox**



**Jean Spence**,  
Executive Vice President,  
Research, Development &  
Quality, **Kraft Foods**

Moderated by **Cheryl Perkins**, Conference Chair

In this session, you will hear what leaders in top organizations are doing to embed the open approach to innovation across their firms. Topics to be discussed include changes in organization structures, evolving the corporate culture, working across boundaries, collaborating with potential competitors, gaining full organizational buy-in as well as wherever audience questions and interactions take it. Facilitated by Conference Chair Cheryl Perkins, this session will be fast paced and jam packed with the insights of open innovation leaders and visionaries.

### About the Management Roundtable (MRT)



The Management Roundtable (MRT) is the foremost knowledge and networking resource for industry practitioners involved in product, service, technology, and business development.

Practitioner-oriented and unbiased, MRT's focus is on strategies and processes that enable speed, innovation, profitability, and overall competitive advantage. Through its highly regarded conferences and publications, MRT has helped companies achieve their objectives since 1980. Its membership offering, the Management Roundtable FastTrack, ([www.roundtable.com/membership](http://www.roundtable.com/membership)) offers direct, year-round access to leading-practice insights via teleconference and online reports.  
[www.managementroundtable.com](http://www.managementroundtable.com)

### About the Product Development & Management Association (PDMA)



Founded in 1976, the Product Development & Management Association is the only non-profit organization

dedicated to advancing the art and science of product development. PDMA's mission is to improve the effectiveness of people engaged in all aspects of developing and managing new products—both new manufactured goods and new services. This mission includes facilitating the generation of new information and making it available worldwide. With more than 3,500 members in 50 countries, PDMA offers members and the product development community leading-edge thinking, state-of-the-art research, and the very latest information on key trends, processes, tools, and best practices. In addition, PDMA is the source for NPDP certification, an internationally recognized qualification of product development achievement and knowledge, which has now been awarded to over 1,000 professionals worldwide. For details, visit [www.pdma.org/certification](http://www.pdma.org/certification).

### CODEV SPONSORS



### MEDIA PARTNERS



### PROGRAM INFORMATION

#### DATES

**CoDev2011** will be held January 25–26. Registration/continental breakfast begins at 7:00 am. Sessions begin at 8:00 am on Tuesday, January 25, and conclude at 4:00 pm on Wednesday, January 26. Pre-conference workshops are offered Monday, January 24, from 8:00am–12:00 noon and 1:00–5:00pm; registration/breakfast begins at 7:00 am.

#### VENUE & HOTEL ACCOMMODATIONS

The conference will be held at the **Talking Stick Resort**, 9800 East Indian Bend Road, Scottsdale, AZ 85256. For room reservations, please call (480) 270-5555. A limited block of rooms are available at a special discounted rate of \$199/night **until December 22, 2010—mention that you are attending "CoDev2011."** *Please reserve early to ensure availability.*

#### PROGRAM FEES

Note that **CoDev alumni, MRT FastTrack members and PDMA members receive the Member rate**—\$200 less per person than the non-member rate. Fees include materials binder, breakfast, lunch, breaks, networking receptions, follow-on materials. **EARLY BIRD: Reserve by December 10 and save \$200.** See price chart below.

	By 12/10/2010		After 12/10/2010	
	MEMBER	NON-MEMBER	MEMBER	NON-MEMBER
2-Day Conference:	1695	1895	1895	2095
Conference + 1 Workshop:	2240	2440	2440	2640
Conference + 2 Workshops	2785	2985	2985	3185
1 Half-Day Workshop (standalone):	745	745	745	745
2 Half-Day Workshops (standalone):	1490	1490	1490	1490

#### TEAM DISCOUNT

Groups of 3-4 may deduct \$100 per person. Groups of 5-10 may deduct 15%, groups of 11+ may deduct 20%. For further group arrangements contact Tracey Kimball at 781-891-8080, ext 214.