

Open Innovation: The Journey from Ideation to Innovation Conference Schedule

Thursday, November 08, 2012

7:30 am – 8:00 am	Registration & Continental Breakfast Hilton Austin
8:00 – 8:10	Welcome & Introduction by John Sibley Butler, Director IC ² Institute, The University of Texas at Austin
8:10 – 8:45	Keynote Speaker – Art Markman, Director, Human Dimensions of Organization, The University of Texas at Austin, <i>Innovating Innovation</i>
8:45 – 9:30	Edward Anderson, The University of Texas at Austin, <i>The Innovation Butterfly: Managing Emergent Opportunities and Risks During Distributed Innovation</i>
9:30 – 10:15	Christian Dieter Schunn, University of Pittsburgh, <i>Optimizing Example Distance to Improve Engineering Ideation</i>
10:15 – 10:30	Break
10:30 – 11:15	Paul Paulus, The University of Texas at Arlington, <i>Getting the Most Out of Brainstorming Groups</i>
11:15 – 11:30	Heath Naquin, The University of Texas at Austin, <i>Real Time Sample of the State of Open Innovation</i>
11:30 am – noon	Lunch – Room 616
noon -- 12:45 pm	Luncheon Keynote – Room 616 Wayne Fisher, Former Head of Proctor & Gamble GYM, <i>The Role of Effective Problem Definition in Open Innovation</i>
12:45 – 1:00	Break
1:00 – 2:45	Open Innovation Panel – Examining Government, Startup and Industry interactions in Open Innovation <ul style="list-style-type: none"> • Rob Smithson, Dana Holding Corporation, <i>Non Linear Innovation</i> • Matthew Love, Pacific Northwest National Laboratory, <i>Challenges and New Approaches to Open Innovation</i> • Bob Little, Innography, <i>Identifying New Technology Partners & Streamlining the Open Innovation Process</i>
2:45 – 3:30	Carolyn Seepersad, The University of Texas at Austin, <i>Empathic Experience Design for Stimulating Product Innovation</i>

3:30 – 4:15	Ben McAllister, Frog Design, <i>Innovation Institutions</i>
4:15 – 5:00	Pam Henderson, New Edge Consulting, Opportunity Thinking for Open Innovation
5:00 – 5:15	Break
5:15 – 6:45	Poster Session and Networking Happy Hour

Friday, November 09, 2012

8:00 am – 8:30 am	Continental Breakfast
8:30 - 9:15	Sanjay R. Sisodiya, University of Idaho, <i>Open Innovation and Networks: Findings Paths to Success in in New Product Development</i>
9:15 – 10:00	Philip Wheat, Chaotic Moon, <i>Lean Innovation</i>
10:00 – 10:15	Break
10:15 – 11:15	Open Innovation Case Study: <i>Intrapreneurship: From Drone to Polecam</i> <ul style="list-style-type: none"> • Matthew Reedy, USAA • Shane Osbourn, USAA Innovation Team • Robert Pacheco, USAA Innovation Team • Cliff Zintgraff, IC² Institute, The University of Texas at Austin
11:15 – 11:30	Heath Naquin, <i>Open Innovation Conference Data Results & Next Steps</i>
11:30 pm – noon	Closing Remarks – Art Markman & Heath Naquin
noon	Adjourn