Why You Must Attend

1. Competition is Ablaze: Are you driving your company to marketplace leadership? The products and services you release to the marketplace are what will give your organization a competitive advantage in an increasingly commoditized world. Develop a roadmap for transformation and move the innovation excellence bar from good to great.

2. Technology Innovation is Accelerating: Big Data? Yesterday's news. Robotics, Native Voice, Artificial Intelligence, Virtual Reality—these technologies are not just advancing, but are being deployed at a dizzying rate. Keep pace with the advancements, know when to hit the trigger, and get ready for the disrupters still to come.

3. Customer Centricity Is at the Heart of it All: Your customers are going to continue to drive product development and the pace will be exhilarating. Be the company that lives up to its expectations and engage your customers to uncover product insights.

4. There is a People Revolution: Expect your future workforce to be radically different. Today's innovation teams have changed the game with regard to what attracts them to a company, what motivates their peak performance, and what makes them stay and grow with you. Come up with the right game plan to ensure you have the talent in place that will propel your product and innovation pipeline to the next level.

5. Staying Ahead of the Curve is More Important Than Ever: Amidst all the disruption, the innovation, and consumer upheaval come the unabated demand for you and your team to be operationally efficient and effective. Engage with product and innovation experts through our interactive workshops, breakout sessions and networking activities to uncover unique insights and best practices to take back to the office.

An Interactive Experience Like No Other...

Collaborate, Collaborate, Collaborate: Engage in strategic conversations with innovation and product development executives to benchmark, ideate and execute!

Relax, Have Fun and Make New Friends: Keep your contact list building and engines at high rev, while enjoying unique networking events throughout the program!

Take Control of Your Product Development Strategy: Join us for the Innovation Workshops where top-level product development executives, subject-matter experts and savvy providers will share best practices and lessons learned in leveraging powerful strategies for product development excellence.

Benchmark Your Innovation Efforts: How can enterprises and universities come together to create strategic and collaborative engagements at every stage of innovation and through the commercialization process? Join us for the UCI Applied Innovation Lab tour where you’ll see how the organization is accelerating entrepreneurial success and building more start-ups to expand Orange County’s role as a national and global leader in scalable innovations.

Executive Profile / Who Will Participate

CEOs, CTOs, Presidents, and Division Directors

- Product Planning & Development
- Research & Development
- Strategic Marketing
- Technology

Vice Presidents and Directors of:

- Engineering
- Innovation/Ideation
- Intellectual Property
- Product & Brand Management
- Product Marketing

*please note this profile is based on past Executive MindXchange events.

Introducing the Executive MindXchange Advisory Board

An Event Shaped by a Community of Your Peers!

Frost & Sullivan extends its appreciation to the following Advisory Board Members for their expertise and valuable support in ensuring the agenda delivers relevant and valuable content.

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Senior Vice President, Sustainability and Global Snacks R&D
PepsiCo

Anne-Marie Kilgallon
Vice President, Enterprise Strategy & Innovation
AARP

Rahul Dubey
Senior Vice President, Innovation & Solutions
America’s Health Insurance Plans (AHIP)

Mohan Nair
Senior Vice President and Chief Innovation Officer
Cambia Health

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Vice President, Innovation & Strategy
Bank of the West

Ben Scheerer
CMBU Group Product Marketing Manager
VMWare

12th Annual
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EXECUTIVE MINDXCHANGE ADVISORY BOARD

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91% of surveyed participants recommend sending 2 or more team members based on the amount of networking opportunities and range of content being delivered.
**SCHEDULE-AT-A-GLANCE**

**Choose Between Three Different Collaboration Zones:**
Customize your agenda! Stay the course with one zone or bounce around to others. All collaboration zones are PowerPoint Free, participant-driven discussions featuring creative thinking and idea generation.

- **Zone 1.** Product Development Process & Execution Strategy  
- **Zone 2.** Leveraging External Insights & Resources to Reinvigorate Your Portfolio  
- **Zone 3.** Tear Down the Wall: Conquering the Obstacles to Innovation Mastery

---

### TUESDAY, JANUARY 23, 2018 | GENERAL SESSION AND EXHIBITION

**8:00am** Registration, Continental Breakfast, and Exhibition

**8:45am** Welcome and Keynote – “Every Company is a Software Company:” Re-imagining Your Business and its Environment in the Digital Era

**9:45am** Organizational Success Story – Going from Customer Focused to Customer Obsessed

**10:15am** Networking, Refreshment, and Exhibition Break

**10:45am** Concurrent Collaboration Zones – Best Practices

Best Practice sessions examine a real world use case, dissect the best practices employed, and explore how to apply them to your own initiative and company.

Choose **one** of the following zones:

- **Zone 1.** Human Centered Design
- **Zone 2.** Fueling Innovation through Powerful Partnerships
- **Zone 3.** Going Digital: Transforming R&D to Beat the Competition

**11:45am** Concurrent Sessions –

Choose **one** of the following concurrent sessions:

- **INTERACTIVE – Solutions Wheel** – Play the “wheel” to find out which of the industry’s products and services will help you solve your challenges. It is a series of rapid fire, one-on-one meetings with leading sponsors – both intense and fulfilling.

**THE FIX! – Crowdsourcing Tactical Solutions to Our Most Vexing Challenges**

**12:30pm** Food for Thought – Networking Roundtables Hosted by Industry Leaders

Practitioners and solution providers host a menu of luncheon discussions on pertinent industry issues. Dine and dish with industry experts. The list of discussion topics will be available on-site.

**1:35pm** Session to Session Travel Time

**1:40pm** Concurrent Collaboration Zones – Roundtables

Roundtable sessions capture the power of all participants’ voices, insights and experiences via group discussion and exploration of the issue at hand.

Choose **one** of the following zones:

- **Zone 1.** Connecting Strategy and Execution: Best Practices for Achieving Innovation and Business Goals
- **Zone 2.** Validating Your Innovation Pipeline through Customer Insights, Ideation & Empathy
- **Zone 3.** Making Uncertainty Your Friend

---

**3:00pm** Networking, Refreshment, and Exhibition Break

**3:30pm** Ask the Experts! Panel Discussion – IoT: Changing the Way Value & Profit Are Created

**4:15pm** Interactive – Tech Capabilities Beyond Your Wildest Dreams: A Hands-On Exercise in Unleashing the Power of Technology

**5:30pm** Four Truths and a Lie Networking Reception

**6:45pm** Dine Around Downtown Disney – Check In

Join your colleagues as we lock back, relax and embrace the magic of Downtown Disney with a spectacular fireworks finale! We’ll start by indulging in Mediterranean classics, followed by some Mexican flair and margaritas. Last stop of the evening will be garnished with New Orleans inspired desserts in a swingin’ 2-story jazz palace as we cap off the night with networking and amazing views of the fireworks show off the balcony!
### Wednesday, January 24, 2018 | General Session and Exhibition

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
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</thead>
<tbody>
<tr>
<td>6:30am</td>
<td>Early Risers Run/Walk</td>
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<tr>
<td>6:30am</td>
<td>Early Riser’s Yoga</td>
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<tr>
<td>8:00am</td>
<td>Continental Breakfast and Exhibition</td>
</tr>
<tr>
<td>8:30am</td>
<td>Ice Breaker and Transformational Keynote – Pushing the Boundaries on Your Risk-Taking Comfort Level</td>
</tr>
<tr>
<td>9:30am</td>
<td>Branding Success – Bringing Your Innovations to Life through Savvy Storytelling</td>
</tr>
<tr>
<td>10:00am</td>
<td>Briefing Sessions, Networking, Refreshment, and Exhibition Break</td>
</tr>
<tr>
<td>11:00am</td>
<td>Concurrent Collaboration Zones – ThinkTanks</td>
</tr>
</tbody>
</table>

ThinkTank sessions employ interactive team exercises in a “roll up your sleeves” learning environment.

Choose one of the following zones:

- **Zone 1.** Benchmarking Success – Analytics, KPIs and Metrics for Innovation Management.
- **Zone 2.** Capitalizing on the Power of a Million Minds: Innovation and Strategic Product Development through Crowdsourcing and Social Media Tools.

<table>
<thead>
<tr>
<th>Time</th>
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<tbody>
<tr>
<td>12:30pm</td>
<td>Food for Thought – Networking Roundtables Hosted by Industry Leaders</td>
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<tr>
<td>1:35pm</td>
<td>Session to Session Travel Time</td>
</tr>
<tr>
<td>1:40pm</td>
<td>Concurrent Collaboration Zones – Peer Councils</td>
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</tbody>
</table>

Peer Council sessions are participant-driven discussions focusing on your key challenges and concerns.

Choose one of the following zones:

- **Zone 1.** Influencing Up: Partnering with Internal Advocates to Demonstrate Value to the C-Suite.
- **Zone 2.** To Centralize or De-Centralize? Where Should Innovation and Product Development Live Within the Organization?

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
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<tbody>
<tr>
<td>2:35pm</td>
<td>Session to Session Travel Time</td>
</tr>
<tr>
<td>2:40pm</td>
<td>Game Changer – Brave New World: Embracing Artificial Intelligence, AR/VR and Native Voice Capabilities to Radically Change Innovation</td>
</tr>
<tr>
<td>3:10pm</td>
<td>Networking, Refreshment, and Exhibition Break</td>
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<tr>
<td>3:40pm</td>
<td>ChangeAgent – What Millennials Value: Insights to Innovation in the Experience Age</td>
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<tr>
<td>4:15pm</td>
<td>Capstone Keynote – Culture Eats Strategy: Using it to Your Advantage to Inspire Innovation Action</td>
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<tr>
<td>4:45pm</td>
<td>12th Annual New Product Innovation &amp; Development: A Frost &amp; Sullivan Executive MindXchange Concludes</td>
</tr>
</tbody>
</table>

### THURSDAY, JANUARY 25, 2018 | Innovation Lab Immersion – University of California, Irvine Applied Innovation Lab

**UCI Applied Innovation**

How can enterprises and universities come together to create strategic and collaborative engagements at every stage of innovation and through the commercialization process? UCI is reinventing the way university innovation is done by expanding on a historical track record of over $14.5 billion in university connected start-up funding. By changing the way industry and university’s collaborate, UCI is engaged with a network of venture capitalists, angel investors, programming partners and domain experts, who work together under one roof to create scalable products and services, all located under one roof. Join us for a tour of The Cove, UCI’s state-of-the-art innovation facility, to see first hand how the organization is accelerating entrepreneurial success and building more start-ups to expand Orange County’s role as a national and global leader in scalable innovation.

*Please note participation incurs an additional fee for those other than Growth Innovation Leadership Council Members. See registration page for details.*

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
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<tbody>
<tr>
<td>8:00am</td>
<td>Networking Breakfast</td>
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<tr>
<td>8:45am</td>
<td>Shuttle to Site</td>
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<tr>
<td>9:30am</td>
<td>Innovation Center Immersion</td>
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<tr>
<td>12:00pm</td>
<td>Networking Luncheon</td>
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<tr>
<td>1:00pm</td>
<td>Executive Roundtable on Emerging Models for Innovation: The Power of University and Corporate Partnerships</td>
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<tr>
<td>2:00pm</td>
<td>UCI Applied Innovation Lab Immersion and Executive Roundtable Conclude</td>
</tr>
<tr>
<td>2:30pm</td>
<td>Shuttle Returns to Disney’s Grand Californian Hotel &amp; Spa</td>
</tr>
</tbody>
</table>

“A great opportunity to step outside of your normal job to see above the trees and map a better path.” – Vice President, Sales & Marketing, RFMICRON, INC. | “it’s a terrific event where I connect with people from different industries all facing with similar disruptive innovations in our respective spaces. It has relevant topics and much interactivity to engage with cross-industry folks for new ideas and best practices.” – Vice President, Product Management, SIRIUS XM | “Frost & Sullivan has a unique approach to expertise through sessions plus to network with Program Manager. Always begin imple –Engineering Manage Director, Product Development, THE MASTER LOCK COMPANY” | “This event is an opportunity to find out how other companies do work in my space. I made connections and will leverage them to help inform how best to tackle challenges.” – Senior Manager, Global Innovation, KIMBERLY-CLARK” | “98% of Participants would recommend this event to a colleagues and/or industry peers.” |

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"Every Company’s a Software Company:" Re-Imagining Your Business and its Environment in the Digital Era

Alessandro Vigilante
Head of Global Innovation Ecosystem
Fidelity Investments

I am a troublemaker and curious about technology. It all started with welding my own toys, and it then became writing software (a much safer interest that gave my mum peace of mind). My expertise is in corporate and product strategy, and its execution. I’ve built an IT Consultancy’s startup practice, I’ve brought media and financial services on the mobile phone’s screens of millions of users, I’ve helped telecommunications corporates make sense of disruptive technologies, enter adjacent markets and build partnerships with startups. Today I work with Fidelity Investments (a US Asset Management corporate), doing my best at identifying and originating partnerships with the most relevant disruptive startups around the world.

Pushing the Boundaries on Your Risk-Taking Comfort Level

Leland Maschmeyer
Chief Creative Officer
Chobani

Leland is the Chief Creative Officer of Chobani. In 2017, Fast Company ranked Chobani as the 9th most innovative company in the world; Fortune selected it as a “Brand that Matters”; Fortune selected it to its “Brands Changing the World” list; Adweek recognized Leland as a “Young Influential;” Campaign Magazine honored him as a “Global 30 Under 30;” and Graphic Design USA selected him to its “People to Watch” list. In 2016, Forbes named COLLINS — the design consultancy Leland co-founded and ran as Chief Creative Officer — as an agency defining the future of brand building. That same year, Fast Company chose his team’s global redesign of Instagram as the year’s best. The previous year, Fast Company, Wired, and Design Week also named his global redesign of Spotify as the year’s best. In 2015, Forbes praised his team’s music video for Azealia Banks as “the future of music videos.” His work has earned honors from Cannes, One Show, Fast Company, AICP, Effies, Type Directors Club, 4As, FPO, Graphis, Communication Arts, among others. It is also included in the MoMA’s permanent archives.

Culture Eats Strategy: Using it to Your Advantage to Inspire Innovation Action

John Klick
Innovation Catalyst “Dare to Try” Program
Pfizer

John is a middle child, Frankenstein lives in his basement, he eats Reese’s cups by the bagful, and he likes to make stuff. John is a founding member of the Pfizer Dare to Try team responsible for accelerating innovation in the everyday across the 91,000-person organization. He is trained as an innovation champion facilitating teams in solving large business challenges using creative problem solving and lean startup techniques. He is also responsible for figuring out how to use technology to enable and empower innovation through the large, global enterprise. He resides in Connecticut with his wife and 4-year old twins.

Master of Ceremonies

Brian Fitzpatrick
Partner, Senior Vice President & General Manager, Events
Frost & Sullivan

Brian Fitzpatrick is a Partner at Frost & Sullivan and the Senior Vice President & General Manager of the Events division. He is responsible for the Best Practice creation and execution of Frost & Sullivan Events globally. Prior to joining Frost & Sullivan in 2002, Brian leveraged his 20+ years of management and leadership experience to manage over 300 global events, within North America, South America and Europe. During his tenure, Brian has chaired more than five dozen events, provided both budgeting and financial management expertise to turn departments around from a loss to profit and successfully launch new business units, product lines and offices around the world. Brian holds an MBA in International Finance.
“You are the average of the five people with whom you spend the most time.”

—Jim Rohne, Entrepreneur

SPEND TIME WITH THE BEST TO BECOME THE BEST.

Are the people in your world bringing new product perspectives and sharing innovation insights from other industries?

To keep your product development portfolio competitive, spend time with other innovation executives who have charted the course.

Frost & Sullivan’s Customer Engagement and Growth Innovation Leadership Councils offer a unique opportunity to connect year-round with action takers and forward thinkers from across industries.

Join a Frost & Sullivan Leadership Council to:

■ Gain best practice learning based on real-world scenarios.
■ Build an exclusive, executive network of innovation and product development peers from other industries.
■ Develop your executive leadership capabilities.
■ Remain a relevant and high-performing leader well into the future.

Learn more and inquire about membership.

Visit www.gilcouncil.com
Email: Brittney.Gasca@frost.com
## Maximize Your Networking

### Monday, January 22, 2018

**Participant Meet ‘n’ Greet**  
3:30pm  
This end-user/practitioner networking activity is your opportunity to identify – right out of the gate those peers who share challenges similar to your own. It’s a great way to find participants who have thought leadership you can benefit from and to facilitate later dialogues throughout the event.

**"Discover the OC" Scavenger Hunt**  
4:30pm  
Join us in exploring the Orange County area in this Amazing Race style scavenger hunt! Break into teams and compete for bragging rights all week. Armed with a video camera and competitive spirit, teams will decipher clues and take on challenges taking them all around the OC area. Winners will be announced at the "Be Our Guest" Welcome Reception & Event Kickoff back at the hotel! Transportation will be provided.  
**Participant Fee:** $125

**"Be Our Guest" Welcome Reception & Event Kickoff**  
7:30pm  
Welcome to the land of magic! Meet your fellow peers and colleagues and enjoy a little conversation and cocktails as we get excited for the days ahead.

### Tuesday, January 23, 2018

**Four Truths and a Lie Networking Reception**  
5:30pm  
Enjoy playing detective, while deciphering the truths from the lies! Guess correctly and you will be entered to win a fantastic prize.

**Dine Around Downtown Disney**  
6:45pm  
Join your colleagues as we kick back, relax and embrace the magic of Downtown Disney with a spectacular fireworks finale! We’ll start by indulging in Mediterranean classics, followed by some Mexican Flair and margaritas. Last stop of the evening will be garnished with New Orleans inspired desserts in a swingin’ 2 – story jazz palace as we cap off the night with networking and amazing views of the fireworks show off the balcony!  
**Participant Fee:** $75

### Wednesday, January 24, 2018

**Early Risers Run/Walk**  
6:30am  
Calling all walkers, joggers and runners! Lace up your sneakers and get your endorphins flowing with a little exercise. It’s the perfect start to a great day of content and networking!

**Early Risers Yoga**  
6:30am  
Calling all yogis! Get energized while building strength and flexibility with us. This upbeat, creative yoga practice, will link breath and movement to keep you present and centered. We’ll utilize Sun Salutations, strength building and connected movements to help you face the day with a courageous spirit.
AGENDA

CHOOSE BETWEEN THREE DIFFERENT COLLABORATION ZONES:
Customize your agenda! Stay the course with one zone or bounce around to others. All collaboration zones are Power-Point Free, participant-driven discussions featuring creative thinking and idea generation.


ATTIRE RECOMMENDATIONS KEY:
- Casual - Jeans, T-shirt, Comfortable Shoes
- Outdoor, Evening, Cool Breeze Gear
- Business Casual - Button-Down Shirt, Trousers, Dress
- Athletic Gear - Workout Clothing, Sneakers

SUNDAY, JANUARY 21, 2018 | ARRIVAL DAY

7:00pm  Suggested Arrival Time
Arrive Sunday to participate in Monday’s Networking Activities

MONDAY, JANUARY 22, 2018 | INNOVATION WORKSHOPS & NETWORKING DAY

Spend your morning learning and your evening networking! Join us for a morning Innovation Workshop on a critical topic, and then later bring plenty of business cards, relax, meet-and-greet during an evening devoted to making new contacts and new friends.

8:00am  Innovation Workshops: Registration, Continental Breakfast and Exhibition
Exchange ideas, gain new perspectives, and power up your professional network during these interactive innovation workshops. Registration for a lab may incur an additional fee. See registration page for details.

8:30am  Innovation Workshops Begin
Choose one of the following:

WORKSHOP 1: The A-Zs of Customer Centricity

INNOVATION WORKSHOP LEADER:
Oseas Ramirez Assad
Serial Entrepreneur
Venture Capitalist

SESSION ABSTRACT:
The top Fortune 50 companies look very different today than what they did 10 years ago. The rise to prominence from many of the tech titans has been fueled by their technological prowess as much as due to their customer centricity. Now, in 2017, this has to be taken to a new level of radical customer empathy. Join us in this interactive session to explore the basic components of radical customer empathy, how to connect it as the base for service design as the bedrock for all innovation in your organization.

KEY TAKE-AWAYS:
- Experience first-hand the use of deep empathy methodologies, embodied in practical, applicable templates.
- Framework for practice techniques that demonstrate how deep empathy is the foundation for proper service design, giving them fresh perspectives on where to rot innovation pursuits on.
- Blueprint for an actionable perspective, tools and high-level understanding of metrics to drive the deep empathy-service design-innovation triad for true customer centricity.

ABOUT YOUR INNOVATION LAB LEADER:
Oseas is an accomplished serial entrepreneur with a 20-year track record of spearheading innovation at startups and within large enterprises. Oseas founded and led three Mexico-based startups: Wawa, an online marketing and social media management firm; WeKnow, Mexico’s leading e-learning solutions and services provider; and, Enerpanda, focused on growing green energies such as LED lighting and solar technology. He started his career co-founding a web development business at age 17, and then continued as the CEO of a newspaper one year later.

OR

WORKSHOP 2: Mastering the Art of Agile Product Development

INNOVATION WORKSHOP LEADER:
Dana Mata
Transformation Leader and Agile Coach: Speed to Market, Innovation Group
Wells Fargo

SESSION ABSTRACT:
Rapid change requires vigilant continuous improvement, innovative excellence, and organizational agility, making faster, customer-centric, value-driven market delivery business imperatives to master. This interactive workshop will utilize case studies, best practices, and group exercises to provide participants with tools and techniques to aid in the strategic development for building a structured framework (people, process, tools) to start and scale (crawl, walk, run) enterprise-wide Agile innovation, including the cultural, behavioral, and operational changes required to realize benefits and remain relevant.

KEY TAKE-AWAYS:
- Framework for driving the innovation process and transformative change utilizing Agile core principles
- Toolkit for aligning interdependencies and scaling enterprise-wide Agile transformation
- Growth guide and tactical solutions to launch, scale, and sustain innovation excellence
- Guide to effectively and efficiently leading the innovation process (being Agile vs. just doing Agile)
- Lessons learned: Common issues, obstacles, and opportunities (Agile SWOT analysis)

ABOUT YOUR INNOVATION LAB LEADER:
Dana is a Transformation Leader within the Wells Fargo Speed to Market Innovation Group, she inspirationally facilitates leadership and organizational development through enterprise-wide evangelism, adoption, utilization, proficiency, and scalability of Agile principles, practices, and tools across diverse stakeholders. Utilizing leading change management best practices and Agile methodologies -- anchored by cross-functional teams, value-focused delivery, user story methodology, iterative delivery, data-driven decisions, and continuous improvement -- she coaches leaders on the cultural, behavioral, operational, and structural changes required to develop an Agile mindset needed to effectively influence and drive enterprise-wide transformative and sustainable change from ideation to execution.
AGENDA

12:00pm  Innovation Workshops Networking Lunch  
   For Innovation Workshops Participants  

12:30pm  Sponsor Workshop  

2:00pm  Sponsor Registration & Orientation Reception  

2:45pm  Speaker & Thought Leader Orientation  
   An essential meeting for speakers, facilitators and confirmed thought leaders to preview the event, highlight your roles and network with fellow peers.  

3:30pm  Participant Meet ‘n’ Greet  
   This end-user/practitioner networking activity is your opportunity to identify — right out of the gate — those peers who share challenges similar to your own. It’s a great way to find participants who have thought leadership you can benefit from and to facilitate later dialogues throughout the event.  

4:30pm  “Discover the OC” Scavenger Hunt  
   Join us in exploring the Orange County area in this Amazing Race style scavenger hunt! Break into teams and compete for bragging rights all week. Armed with a video camera and competitive spirit, teams will decipher clues and take on challenges taking them all around the OC area. Winners will be announced at the “Be Our Guest” Welcome Reception & Event Kickoff back at the hotel! Transportation will be provided.  

7:30pm  “Be My Guest” Welcome Reception & Event Kickoff  
   Welcome to the land of magic! Meet your fellow peers and colleagues and enjoy a little conversation and cocktails as we get excited for the days ahead.  

For information on how to sponsor a Frost & Sullivan Executive MindXchange, please contact Gary Robbins at grobbins@frost.com.

GROUP PACKAGES

91% of surveyed participants recommended sending 2 or MORE executives!  

Contact us today to learn about the savings and benefits you can receive and be sure to ask about our Team Experience Program.  

For more information, please contact:  
Matthew McSweegan at 516-255-3812, or email him at Matthew.McSweegan@frost.com
TUESDAY, JANUARY 23, 2018 | GENERAL SESSION AND EXHIBITION

8:00am  Registration, Continental Breakfast, and Exhibition

Didn’t get your badge at last night’s reception? Make sure you’re down in time for breakfast and registration to get your event materials now!

Already have your badge? Make sure you pick up your event packet and start networking bright and early.

WELCOME AND KEYNOTE

8:45am  “Every Company is a Software Company:” Re-Imagining Your Business and its Environment in the Digital Era

Alessandro Vigilante  
Head of Global Innovation Ecosystem  
Fidelity Investments

SESSION ABSTRACT:
Corporate strategy has evolved from being focused on profit maximization to an innovation risk management function. Simultaneously, digital-native startups have perfected growth, scale-up and innovation management. Scouting for disruptive innovative companies, and matching the right opportunities with the corporation’s needs, have become core drivers of corporate growth. This session will unpack how organizations can successfully leverage digital disruption and technology to remain competitive in an ever-changing market.

KEY TAKE-AWAYS:
- Framework for working with multiple participants of the external innovation ecosystem
- Best practices in maximizing internal relevance of your external scanning efforts
- Short-circuiting external opportunities with internal needs and maximizing action

ORGANIZATIONAL SUCCESS STORY

9:45am  Going from Customer Focused to Customer Obsessed

Tony Mollica  
Director of Innovation  
Humana

SESSION ABSTRACT:
When your product innovation work faces gale force headwinds, how can you avoid compromising design principles that were gained through a relentless pursuit of the customer experience? Does your organization have the discipline and patience to ensure that your products are scaled in the manner in which they were designed? This session will cover processes that ensure the customer is at the center of every stage of the product innovation process.

KEY TAKE-AWAYS:
- Framework for working with multiple participants of the external innovation ecosystem
- Best practices in maximizing internal relevance of your external scanning efforts
- Short-circuiting external opportunities with internal needs and maximizing action

10:15am  Networking, Refreshment, and Exhibition Break

CONCURRENT COLLABORATION ZONES – BEST PRACTICES

10:45am  Best Practice sessions examine a real world use case, dissect the best practices employed, and explore how to apply them to your own initiative and company.

Choose one of the following zones:

Zone 1: Human Centered Design

Co-Facilitators:
Randy Simms  
Senior Vice President of Innovation – Experience Design  
Maddock Douglas  
Nicole Wojcik  
Vice President Strategy  
Maddock Douglas

SESSION ABSTRACT:
Today’s innovation focuses on exceeding customer satisfaction, in order to stay relevant you must find the WOW-factor in your products. In this robust interactive session you will discuss best practices around the innovation process to encourage an experimenter’s mindset on your team, generating value without over-investing, varieties of prototypes, and de-risking your decisions when focusing on customer experience and expectations.

KEY TAKE-AWAYS:
- Insight on end user desirability and knowing which ideas to prototype and how
- Framework to aligning stakeholders and work teams around a singular vision
- Proven ways to communicate the value of your investment in experimentation to leadership
## AGENDA

### Zone 2: Fueling Innovation through Powerful Partnerships
**Co-Facilitators:**
- Amy Sorrells | Tiffany Thompson
  - Senior Manager, Strategic Communications | Director, Global Marketing
  - Oracle | Strategic Partnerships & Events
  - Oracle

**Session Abstract:**
The next five to ten years promise revolutionary changes that will transform entire industries and create new technology frontiers – from healthcare to education to government and beyond – and it will require partnerships that spur and support collaboration and innovation ecosystems. Tomorrow’s leaders will enable partner networks where co-development, co-creation and co-innovation can thrive. Learn how and why it’s vital for your business in this interactive session.

**Key Take-Aways:**
- Framework to identify and create a powerful partner ecosystem
- Examples of successful partnerships that were the catalyst for innovation
- Pitfalls of remaining alone without a partner

### Zone 3: Going Digital: Transforming R&D to Beat the Competition
**Facilitator:**
- Carrie Nauyalis
  - Innovation and NPD Solution Evangelist
  - Planview

**Session Abstract:**
Digital Transformation is impacting how every company does business — or at least the ones who want to remain relevant and competitive. But digital transformation is not just about IT and the impact of technology in the company. It spans the whole business and includes strategy, people, processes, applications, products, services, customers, and even day-to-day operations. With such a massive shift in the marketplace, how can R&D move beyond simply responding to these challenges, towards embracing these opportunities to deliver innovative, differentiated products and services that leave the competition in the dust.

**Key Take-Aways:**
- Insights on the impact of digital transformation across all industries and how R&D needs to evolve to stay ahead of the curve
- Framework for evaluating your innovation program and NPD commercialization process in the context of the digital era
- Case studies from industry leaders on making the leap to digital

### Concurrent Sessions
11:45am
Choose one of the concurrent sessions:

**Interactive Solutions Wheel**
- Play the “wheel” to find out which of the industry’s products and services will help you solve your challenges. It is a series of rapid fire, one-on-one meetings with leading sponsors – both intense and fulfilling.

**OR**

**The Fix!**
Crowdsourcing Tactical Solutions to Our Most Vexing Challenges
- Share your smarts! Choose between six themed brainstorming sessions and crowdsource solutions to the most vexing challenges facing product developers and innovators today. These are thirteen minute rapid fire sessions with three rotations. First come, first serve, so choose wisely! Each brainstorm group will build upon the other to build a list of readily operationalized ideas to these common challenges.

Choose one topic for each of the three rotations:
- The Fix on Digital Crowd Sourcing Innovation
  - Hosted by: Andrew Douglass, Research & Development, Open Innovation, Clorox
- The Fix on Ethical Product Development
  - Hosted by: Alex Tipton, Research and Development Director, Discovery and Disruption, PepsiCo
- The Fix on Innovating in Regulated Industries
  - Hosted by: Jim McMahon, Senior Director, Product Development, Cleveland Clinic
- The Fix on Business Model Innovation
  - Hosted by: Jeffrey Worsham, Sector Lead, Innovation, Northrop Grumman Corporation
- The Fix on Blockchain as a Transformer for Business
  - Hosted by: James Regenor, Business Unit Director, Transformative Technologies, Moog Inc.
- The Fix on Disrupting and Igniting Talent
  - Hosted by: Alex Goryachev, Senior Director, Innovation Strategy and Programs, Cisco

12:30pm
Food for Thought – Networking Roundtables Hosted by Industry Leaders
- Practitioners and solution providers host a menu of luncheon discussions on pertinent industry issues. Dine and dish with industry experts. The list of discussion topics will be available on-site.

**Hosted by:** SMARTOrg®

1:35pm
Session to Session Travel Time
CONCURRENT COLLABORATION ZONES – ROUNDTABLES

1:40pm  Roundtable sessions capture the power of all participants’ voices, insights and experiences via group discussion and exploration of the issue at hand.

Choose one of the following zones:

Zone 1: Connecting Strategy and Execution: Best Practices for Achieving Innovation and Business Goals
FACILITATOR: Carrie Nauyalis
Innovation & NPD Solution Evangelist
Planview

SESSION ABSTRACT:
In today's competitive environment, every industry is being forced to accelerate innovation and deliver breakthrough products and services to market, using only the resources they have. But how do companies ensure they're approving the right initiatives to achieve the organization's strategic objectives? How do they ensure they have the right balance of breakthrough versus incremental projects and products in the pipeline? Short-term versus long-term growth? And how do they determine if they are “on track” to deliver success?

KEY TAKE-AWAYS:
- Insight on the critical importance of defining and communicating the corporate strategy to ensure alignment of all work execution
- Collaborate on the key ingredients and components required to connect strategy and execution in your organization via an interactive exercise
- Best practices to avoid some of the common pitfalls when balancing your product portfolio

Zone 2: Validating Your Innovation Pipeline through Customer Insights, Ideation & Empathy
FACILITATOR: Ryan Frederick
Principal
AWH

SESSION ABSTRACT:
Innovation’s success is determined by its customers. Many aspects of customer validation are counter-intuitive, making it a challenge to properly implement the insights gained in a timely manner. This interactive session will discuss how to ask the right questions, elicit customer insight early, and tap into their thought process to support ideation in the early stages of product conception and creation.

KEY TAKE-AWAYS:
- Examples of why speed matters even more than we think
- Techniques to turn negative feedback into success
- Framework for going beyond customer validation to adoption and use

Zone 3: Making Uncertainty Your Friend
FACILITATOR: David Matheson
Co-Founder & Chief Executive Officer
SmartOrg

SESSION ABSTRACT:
Will your innovation portfolio achieve your growth goals? Many companies fall short because the forces of conservatism make project small, often hiding big ideas inside mediocre projects. Teams tend to focus on the next step in the stage gate or work issues in their comfort zone, rather than really understand what it takes to demonstrate and drive the upside. In this interactive workshop, work with your peers to assess your own situation and develop insights into how you can drive more growth from your portfolio.

KEY TAKE-AWAYS:
- Insight on the critical importance of defining and communicating the corporate strategy to ensure alignment of all work execution
- Collaborate on the key ingredients and components required to connect strategy and execution in your organization via an interactive exercise
- Best practices to avoid some of the common pitfalls when balancing your product portfolio

3:00pm  Networking, Refreshment, and Exhibition Break

ASK THE EXPERTS! PANEL DISCUSSION

3:30pm  IoT: Changing the Way Value & Profit Are Created
MODOERATOR: Jeffrey Worsham
Sector Lead, Innovation
Northrop Grumman Corporation

PANELISTS INCLUDE:
- April Bertram  Business Development Director, Smartlink Solutions  GOJO Industries
- Alex Goryachev  Senior Director, Innovation Strategy and Programs  Cisco
- Kyle Joseph  Senior Innovation Strategist & IoT Catalyst  Bosch North America
- Ash Kulkarni  Senior Vice President & General Manager Web Performance & Security  Akamai Technologies
- Bruce Wiatrak  Senior Director – IoT Newell Brands – First Alert

SESSION ABSTRACT:
In the infant Internet of Things domain, companies are clamoring for differentiation in a rapidly morphing market space. Do you and your organization know the risks and opportunities? In this session, a panel of industry experts will discuss what is working, what isn’t, and how to capitalize on this $267B market.

KEY TAKE-AWAYS:
- Lessons learned? The (past) pitfalls and IoT security
- Examples of successful differentiation of IoT offerings
- Technology blueprints for compatibility, interoperability & interface centralization
AGENDA

INTERACTIVE
4:15pm  Tech Capabilities Beyond Your Wildest Dreams: A Hands-On Exercise in Unleashing the Power of Technology

Sudeep Basu  
Practice Leader,  
Innovation & Services  
Frost & Sullivan  

Shomik Majumdar  
Vice President, TechVision  
Frost & Sullivan  

SESSION ABSTRACT:
Emerging and disruptive technologies are enabling powerful innovations by converging with other advanced technologies to generate multi-billion dollar markets across the globe. At the core, technology convergence involves overlaying two or more emerging or existing technologies to create unique value propositions which could be commercialized. While each emerging technology on its own represents an area of intensified R&D, heightened investments, increased IP activity, and tremendous market potential, the possible convergence of several technologies opens up unprecedented opportunities for new revenue models and the next generation of innovative product and solutions.

Bulletproof your future by getting ahead on the innovation cycle; engaging with peers to generate insights; and identifying disruptive business opportunities.

KEY TAKE-AWAYS:
- Insight on how to identify the technologies that are changing the direction and landscape of multiple industries
- Best practices for convincing internal stakeholders to pursue technology convergence strategies
- Action items to leverage the ecosystem of technology partners to enable convergence

5:30pm  Four Truths and a Lie Networking Reception
Enjoy playing detective, while deciphering the truths from the lies! Guess correctly and you will be entered to win a fantastic prize.

6:45pm  Dine Around Downtown Disney
Join your colleagues as we kick back, relax and embrace the magic of Downtown Disney with a spectacular fireworks finale! We’ll start by indulging in Mediterranean classics, followed by some Mexican Flair and margaritas. Last stop of the evening will be garnished with New Orleans inspired desserts in a swingin’ 2 – story jazz palace as we cap off the night with networking and amazing views of the fireworks show off the balcony!

EARLY RISERS RUN/WALK | WEDNESDAY 6:30AM
Calling all walkers, joggers and runners!
Lace up your sneakers and get your endorphins flowing with a little exercise. It’s the perfect start to a great day of content and networking!
### AGENDA

**WEDNESDAY, JANUARY 24, 2018 | GENERAL SESSION AND EXHIBITION**

**6:30am**  
Early Risers Run/Walk

**6:30am**  
Early Riser’s Yoga  
Calling all yogis! Get energized while building strength and flexibility with us. This upbeat, creative yoga practice, will link breath and movement to keep you present and centered. We’ll utilize Sun Salutations, strength building and connected movements to help you face the day with a courageous spirit.

**8:00am**  
Continental Breakfast, and Exhibition

**ICE BREAKER AND TRANSFORMATIONAL KEYNOTE**

**8:30am**  
Pushing the Boundaries on Your Risk-Taking Comfort Level  
Leland Maschmeyer  
Chief Creative Officer  
Chobani

**SESSION ABSTRACT:**  
Is innovation as rule bound, process born, and framework explained books make it seem? If you accept that the sole source of innovation is humans, the answer is decisive: “No.” Our messiness, contradictions, dynamics, and complexities are the soil, water, and seed of “innovation.” To build a culture of innovation, leaders should not contort human messiness into an engineered process, but, instead, honor the inherent process within human messiness.

**KEY TAKE-AWAYS:**  
- An alternative history of innovation  
- Peculiar insight into what a culture of innovation really is  
- Best practices for building a culture of innovation

**BRANDING SUCCESS**

**9:30am**  
Bringing Your Innovations to Life through Savvy Storytelling  
Alex Tipton  
Research and Development Director, Discovery and Disruption  
PepsiCo

**SESSION ABSTRACT:**  
Innovation in any field is always more valuable if it is easily understood by key stakeholders. One of the best ways to do that is through communicating the value quickly and effectively through storytelling. Our brains are hard wired to process and retain stories and during this session we will discuss tips for storytelling, cover two case studies on innovation and learn the power of delivering a powerful pitch!

**KEY TAKE-AWAYS:**  
- Techniques to deliver a fast, effective pitch to Leadership or customers to help them see the value of your innovation  
- Insight on enabling simple explanations of technical concepts and how to tie that into your innovation message  
- Storytelling 101: Blueprint your capability around describing why people should get excited about your innovation through understanding of all the key components of what makes up a good story  
- Framework of how disruption is defined by large companies and help answer key questions like “Should a company develop innovation that disrupts itself”

**10:00am**  
Briefing Sessions, Networking, Refreshment and Exhibition Break

**CONCURRENT COLLABORATION ZONES – THINKTANKS**

**11:00am**  
ThinkTank sessions employ interactive team exercises in a “roll up your sleeves” learning environment. Choose one of the following zones:

**Zone 1: Benchmarking Success – Analytics, KPIs and Metrics for Innovation Management**

**Co-Facilitators:**

| Clay Moore | Tim Anderson |
| Vice President of Customer Success | Principal Segment Marketing Manager |
| Jama Software | Jama Software |

**SESSION ABSTRACT:**  
Every so often new products deliver brilliance. Yet, millions of ‘me-too’ products are launched each year devoid of any real innovation. What’s happening? To achieve product success, teams must keep the risk vs. reward trade-off in mind during the entire development process. Engineers are usually focused squarely on Risk retirement, leaving the Product Manager responsible for keeping eyes on the Reward. KPI’s are excellent tools for focusing teams and organizations on both sides of the equation. Watching the wrong metrics will have your team viewing the world through a rearview mirror, potentially hindering innovation.

**Zone 2: Capitalizing on the Power of a Million Minds: Innovation and Strategic Product Development through Crowdsourcing and Social Media Tools**

**Matt Johnston**  
Vice President of Strategy and Innovation  
Indiegogo

**SESSION ABSTRACT:**  
During this session, you will gain a fresh perspective on crowd-powered innovation and learn to use a new project template for including crowdsourcing and social media in your product launch strategies. Teams will collaborate on a fun exercise to rapidly developing a pre-launch strategy for a new product.

**KEY TAKE-AWAYS:**  
- Framework for crafting metrics which keep innovation front and center  
- Lessons learned from teams who focused too heavily on risk, at the expense of innovation  
- Tools for creating forward looking metrics and KPIs which lead teams towards product success
AGENDA

12:30pm Food for Thought – Networking Roundtables Hosted by Industry Leaders
Practitioners and solution providers host a menu of luncheon discussions on pertinent industry issues. Dine and dish with industry experts. The list of discussion topics will be available on-site.

1:35pm Session to Session Travel Time

**Concurrent Collaboration Zones – Peer Councils**

1:40pm Peer Council sessions are participant-driven discussions focusing on your key challenges and concerns. Choose one of the following zones:

**Zone 1: Influencing Up: Partnering with Internal Advocates to Demonstrate Value to the C-Suite**

**MODERATOR:**
Dana Mata
Transformation Leader and Agile Coach: Speed to Market, Innovation Group
Wells Fargo

**SESSION ABSTRACT:**
Companies are striving to be leaders in innovation but there is still resistance. How do you innovate while navigating through an obstacle course of operational restrictions and organizational silos? This interactive session will highlight some keys to success, including: gaining executive level funding and organizational buy-in for projects, influencing and maximizing C-Suite sponsorship, and engaging stakeholders while minimizing opposition.

**KEY TAKE-AWAYS:**
- Best practices for mitigating risks, building coalitions, and aligning on goals and objectives
- Critical factors in driving value, gaining support, and sustaining momentum
- Tools for mastering political and managerial competence

**Zone 2: To Centralize or De-Centralize? Where Should Innovation and Product Development Live Within the Organization?**

**MODERATOR:**
Carey Ransom
Chief Operating Officer
Aspiration.com

**SESSION ABSTRACT:**
How does your organization think about and define innovation? Does the organizational model support that definition? Does your culture require centralized product development inside a business unit and innovation living there, or does it/could it support a centralized innovation area, where new product concepts are developed? Let’s explore the definitions and models that are being used today, and what’s working and not.

Innovation is a broad and often dangerous word in an organization – it can mean different things to different people. Defining innovation for your organization in examples and desired outcomes will help bring clarity and alignment. Fitting innovation into centralized or de-centralized structures also poses trade-offs. In this interactive session let’s explore the many forms and approaches and share what’s working (and not) in many different companies and industries. We’ll get together in small groups and operationalize how you guide the discussion and organizational proposal for driving innovation in your company.

**KEY TAKE-AWAYS:**
- Insight into the various definitions and types of innovation
- Frameworks for guiding discussion and alignment in your organization
- Best practices to staffing and organizational approaches to match with innovation types and desired outcomes
- Template to compare and contrast centralized and de-centralized innovation teams

2:35pm Session to Session Travel Time

**Game Changer**

2:40pm Brave New World: Embracing Artificial Intelligence, AR/VR and Native Voice Capabilities to Radically Change Innovation

Woojin Kim
Chief Medical Information Officer
Nuance Communications

**SESSION ABSTRACT:**
The emerging digital landscape, including technologies like artificial intelligence, speech recognition, and AR/VR are transforming many industries, including healthcare, manufacturing, transportation, customer service, retail, and finance to enrich and augment our lives. It is essential for today’s business leaders to learn about these technologies as well as to separate the hype from reality. Where is the technology today? Where is it heading in 2018 and beyond? In this session, you will examine that by understanding and embracing these technologies you can innovate your company and gain a competitive edge.

**KEY TAKE-AWAYS:**
- Framework on the hype vs. reality of AI and AR/VR
- Best practices to successfully leverage these technologies
- Insight on the trends of AI and AR/VR for 2018 and beyond
- Blueprint of what you need to know as business leaders about AI and AR/VR to drive innovation and competitive advantage
AGENDA

3:10pm Networking, Refreshment, and Exhibition Break

CHANGE AGENT
3:40pm What Millennials Value: Insights to Innovation in the Experience Age
Hardy Simes
Innovation Leader, Office of the Future
HP

SESSION ABSTRACT:
Millennials already represent the largest demographic in the workforce today, and Millennials bring new expectations to the choices they make across their work and personal lives. How do organizations create the experiences that meet needs of Millennials as employees and as customers?

KEY TAKE-AWAYS:
- What Millennials Value: Key findings from research on evolving needs of modern workforce, workplace, and work styles
- Success factors for end-to-end insights to innovation – from innovation strategy to portfolio planning to experience design to business models
- Lessons learned: Cross-industry case studies, including HP’s experience reinventing approach to the traditional PC

CAPSTONE KEYNOTE
4:15pm Culture Eats Strategy: Using it to Your Advantage to Inspire Innovation Action
John Klick
Innovation Catalyst, Dare to Try Program
Pfizer

SESSION ABSTRACT:
How do established organizations compete with the agility of small start-ups? How do you get everyone in your organization to think and act like entrepreneurs? This session will discuss the best practices for installing an innovation & experimentation culture to inspire action.

KEY TAKE-AWAYS:
- Techniques for aligning on a common mindset and framework
- Strategies for adopting an “experimenters” mindset
- Framework to use champion networks to expand your reach
- Blueprint for partnering with start-ups to get the early advantage

THURSDAY, JANUARY 25, 2018 | INNOVATION LAB IMMERSION – UNIVERSITY OF CALIFORNIA, IRVINE APPLIED INNOVATION LAB

How can enterprises and universities come together to create strategic and collaborative engagements at every stage of innovation and through the commercialization process? UCI is reinventing the way university innovation is done by expanding on a historical track record of over $14.5 billion in university connected start-up funding. By changing the way industry and university’s collaborate, UCI is engaged with a network of venture capitalists, angel investors, programming partners and domain experts, who work together under one roof to create scalable products and services, all located under one roof. Join us for a tour of The Cove, UCI’s state-of-the-art innovation facility, to see first hand how the organization is accelerating entrepreneurial success and building more start-ups to expand Orange County’s role as a national and global leader in scalable innovation.

*Please note participation incurs an additional fee for those other than Growth Innovation Leadership Council Members. See registration page for details.

8:00am Networking Breakfast
8:45am Shuttle to Site
9:30am Innovation Center Immersion
12:00pm Networking Luncheon
1:00pm Executive Roundtable on Emerging Models for Innovation: The Power of University and Corporate Partnerships
2:00pm UCI Applied Innovation Lab Immersion and Executive Roundtable Conclude
2:30pm Shuttle Returns to Disney’s Grand Californian Hotel & Spa
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www.gilcouncil.com

Jama Software is the product development platform for companies building complex, smart and connected products. The Jama solution enables enterprises to accelerate development time, mitigate risk, slash complexity and verify regulatory compliance. More than 600 product-centric organizations, including NASA, Thales and Caterpillar, use Jama Software to modernize their process for bringing complex products to market.

www.jamasoftware.com

Planview Enterprise offers leading product companies an end-to-end innovation solution supports the entire product lifecycle. It helps organizations collect input from customers, prioritize the best product portfolio, build the product roadmap, and manage the execution of bringing those products to market.

www.planview.com

SmartOrg aligns innovation and finance to drive breakthrough growth. Our methods help you achieve agreement on where and how much to invest. Our web-based portfolio platform lets you evaluate uncertain opportunities, compare them, and optimize your portfolio. Along the way, we build your capability to make great decisions.

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Disney's Grand Californian Hotel & Spa
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Anaheim, CA 92802
Direct Line to Hotel: 714-635-2300
Please Note the Cut-Off Date: December 29, 2017

Hotel Discounted Rate: $259/night
We suggest you arrive Sunday, January 21st. Frost & Sullivan will be reserving a limited number of discounted rooms at the event property. Please contact the property directly for rates, availability, and to book your accommodations. Be sure to mention you will be participating in the Frost & Sullivan event.

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