

	engage with the techniques right away.
11:10am - 12:00pm Breakout Session	The Role of Hydrogen in the Energy Transition <i>Olivier Letessier (VP Research & Development, AirLiquide)</i>
11:10am - 12:00pm Breakout Session	Carbon Dioxide Management <i>Carlos Härtel (Chief Technology Officer, Climeworks)</i>
11:10am - 12:00pm Breakout Session	Industrial Material Recycling <i>Yves Van Rompaey (Senior Vice President Corporate Research & Development, Umicore)</i>
11:10am - 12:00pm Breakout Session	Building Your Corporation Sustainability Strategy <i>BASF Corporation</i>
12:00pm - 1:30pm	Facilitated Networking
1:30pm - 3:00pm Tim Talk/Keynote	Topics in Innovation Management (TIM) Talk - presented by Elsevier Keynote and Fireside Chat: Designing for Sustainable Tech and Innovation <i>John Warner (President & CTO, Warner- Babcock Institute for Green Chemistry)</i>
3:00pm - 4:30pm	Facilitated Roundtable and Networking

May 20 - Strategic Innovation Management

10:00am - 11:00am Keynote	The Transformation Myth <i>Dr. Gerald Kane (Professor of Information Systems, Faculty Director, Edmund H. Shea Jr. Center for Entrepreneurship, Boston College)</i>
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<p>11:10am - 12:00pm Breakout Session</p>	<p>Foresight to Enable Post-Pandemic Innovation <i>Christian Crews (Principal, Wavepoint); Staci Ball (Director of Human Insights, Clorox Company); Scott Winston (Senior Manager for Commercial Science, Diageo)</i></p> <p>The pandemic has created a disruption that will continue long after vaccines end the crisis. After a short period of celebration, people’s post-pandemic behavior is very uncertain. This makes initiating and managing innovation projects difficult. Missing the market through indecision, however, is equally risky. Companies have commissioned foresight projects to provide guidance on post-pandemic market scenarios to ideate new products, services and experiences, and provide milestones to manage innovation projects to land at the right time with the right value proposition. This session will explore background motivation for the foresight projects, the methods used and rationale, as well as impact on the innovation portfolio. Discussion points will include organizational challenges to the projects, unexpected outcomes, and lessons learned applicable to all companies.</p>
<p>11:10am - 12:00pm Breakout Session</p>	<p>Partnerships for Enterprise Transformation: Success Factors & Lessons Learned <i>David Beckoff (Vice President, Product Development & Insights, MAPI),</i></p> <p>Manufacturers Alliance for Productivity and Innovation (MAPI) research finds that a deliberate “ecosystem” approach to building external partnerships helps manufacturers go further and faster in strategic initiatives such as digital transformation, doubling performance levels on metrics for innovation and speed of new production development. Join this panel discussion with operations, finance and HR leaders for cross-function insight on what matters most in partnerships that accelerate transformation today.</p>
<p>11:10am - 12:00pm Breakout Session</p>	<p>Effectiveness of University Engagements <i>Rhonda Crate (Advanced Information Technologist, The Boeing Company); Saurabh Sircar (Senior Manager of Advanced Services, The Boeing Company)</i></p>
<p>12:00pm - 1:00pm</p>	<p>Open Networking</p>
<p>1:00pm - 2:00pm Breakout Session</p>	<p>iHOPe Project Panel: Horizon 2 Thought Leadership and Practical Experiences <i>Scott Mathews & Stephanie Hartwig (The iHOPe Project)</i></p>



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	<p>The iHOPe Project brings together a panel of individuals representing some of the best practices of Horizon 2 opportunity management. We know from prior IRI studies that a large percentage of companies struggle to achieve internally consistent decision-making satisfaction for their Horizon 2 opportunities. The panel members bring not only a wealth of practical experience of the ins and outs of dealing with a variety of opportunities, but also have given considerable thought about how to best (or better) manage product development activity in multidisciplinary teams. Horizon 2 initiatives are staged between uncertainty and certainty and require a demanding blend of management and leadership. As Geoffrey Moore argues, the corporation should assign its very best people to Horizon 2 challenges. The panel discussion will be led by Stephanie Hartwig and Scott Mathews, Co-chairs of the iHOPe Project. Questions will be based on the patterns of practices and insights that they learned during a year of research for the project.</p>
<p>1:00pm - 1:50pm Breakout Session</p>	<p>Publishing and Promoting Your Research in RTM <i>Michelle Goff (Portfolio Manager for Business, Taylor & Francis), Sophie Forster (Marketing Executive, Taylor & Francis); Vicki Whittaker (Global Head of Portfolio - Business, Economics, and Management Journals, Taylor & Francis)</i></p> <p>At a time when scholarly communication is primarily online, it has become even more important that authors understand the process for publication and promotion of their research. This session will focus on best practice and specific processes for submitting articles to Research-Technology Management and highlight key skills for promoting your published article via social media. The session will present the Author Toolkit designed by the marketing and editorial departments at Taylor and Francis specifically for Research-Technology Management which aims to help guide authors through the process of publication and self-promotion and shares valuable links and resources. It will also provide the opportunity for participants to ask questions about best practice in publishing your research articles more broadly.</p>
<p>1:00pm - 1:50pm Breakout Session</p>	<p>Alternative Strategies for Addressing IP Infringement <i>Omar Hakim (Professor of Practice, Texas A&M University)</i></p> <p>This session will discuss recent developments in trade secret legislation and copyright infringement case law. These developments may have created new opportunities to address IP infringement, a critical problem causing significant financial losses for right holders and legitimate businesses around the world.</p>
<p>2:00pm - 3:15pm Keynote</p>	<p>2021 Holland Award: Long-Term R&D Strategy & Planning - The Paradox of Innovation <i>Pam Henderson (CEO, NewEdge); Terry Rosenstiel (Emeritus, USG Corporation); Kent Young (Senior Director of Technology for Global</i></p>



	<p><i>Supply Chain R&D, Sherwin-Williams Company)</i></p> <p>The future is impossible to predict with confidence. Companies are experiencing new stresses as they seek to make investments that will protect them from disruption and lead them to new opportunities and growth. This pressure is magnified for R&D which is responsible for allocating resources to future innovations and technology platforms that support future business growth. R&D teams must make investments in technology development for products that extend beyond the timeframes for which businesses have insights on where markets, customers and competitors will be. We will recap our work and insights found on the state of R&D planning for longer-term timeframes where insights regarding the future are limited.</p>
<p>3:30pm - 5:30pm</p>	<p>Facilitated Roundtable: Virtual Tech Scouting in the New Normal <i>Chris Townsend (Wellspring Worldwide)</i></p> <p>In response to the global pandemic, Tech Scouting and Open Innovation practices have evolved to accommodate virtual work. Over the past year, as both in-person conferences and routine business travel disappeared, scouting teams relied heavily on work-from-home processes. To one degree or another, bedrock practices have all shifted online - ecosystem scanning and technology sourcing; partner vetting and selection; due diligence and relationship building; etc.</p> <p>In this roundtable, we'll discuss pitfalls, opportunities, and lessons learned from adapting to these "virtual tech scouting" practices. Questions we may cover include:</p> <ul style="list-style-type: none"> • Which virtual scouting practices will survive when the pandemic is over, and to what extent? • What new tools and techniques have you gained? • How have your relationships with internal stakeholders evolved? • Has your scouting mission seen any longer-term change in focus or direction? • Where might your team still have room to grow and adapt?

May 21 - Tech Treks and Workshops	
<p>10:00am - 12:00pm</p>	<p>Virtual Tech Treks</p>



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1:00pm - 5:00pm
Workshop

(Part 1) i101 Bootcamp: Essential Tools for Managing Innovation

Jim Euchner (Editor in Chief, Research-Technology Management), Spencer Pugh (Principal, Prospect Ridge Consulting)

The IRI Virtual i101 course is designed to provide an introduction to topics of managing corporate innovation. In it, the participants will learn both the essential tools for managing innovation and how to deal with organizational issues. We will be holding a two-part course on May 21 and 26th. Part 1 of the course will cover traditional topics, such as the Stage-Gate methodology and Voice of the Customer as well as more contemporary topics such as design, risk management, open innovation, and lean startup. Note, that while the two parts of this course have some themes in common, neither is required for the other, and they can be taken independently. Each session will include break-outs to work with the tools and techniques and build connections with the other participants

Part 1: Essential Tools in Managing Innovation will cover:

- Defining innovation
- Design methods and Customer Insight
- Idea Generation and Open Innovation
- Risk Management
- Stage-Gate and Agile systems
- Lean Startup

May 26, 1:00pm - 5:00pm

(Part 2) i101 Bootcamp: Organizational Issues in Managing Innovation

This course is designed for both researchers who have recently assumed a team leadership role and for individual contributors who seek to lead an innovation team in the future. It is designed for those who want to broaden their knowledge of innovation management and to learn more about the practical aspects of key innovation topics and tools. It is also appropriate for an innovation team member who wants to develop a broader understanding of innovation practices. This course can be viewed as a springboard to the participant's professional advancement.

Part 2: Organizational Issues in Managing Innovation will cover:

- The challenges to innovation and how to address them

RECOVERY, REFLECTION, AND THE FUTURE OF INNOVATION

MAY
17-21
2021 **The Next
NORMAL**

	<ul style="list-style-type: none">• Building support for your ideas• Managing creative people• Overcoming organizational resistance• Portfolio management
3:30pm - 5:00pm	IRI Committee Meetings



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