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ENGINEERING LEADERSHIP

PROFESSIONAL PROGRAMS

Tsu-Jae King Liu
Dean, College of Engineering
University of California, Berkeley

Berkeley Sutardja Center for Entrepreneurship & Technology
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Welcome to the Engineering Leadership Professional Programs

Your leadership as engineering professionals is critical in a world with increased dependence on engineered devices, processes and systems. We welcome the opportunity to host you, participating in the long running UC Berkeley Engineering Leadership Professional Program (ELPP) offered in three formats:

— **ELPP Silicon Valley (SV) | In-person | January - June**

— **ELPP Global (GL) | Online | August - December**

And, for ELPP SV or ELPP GL alumni exclusively, we've recently added:

— **ELPP PLUS+ (++) | Online | November - May**

Designed by Ikhlaq Sidhu in 2011, the ELPP vision has been to inspire engineers and scientist to take on issues beyond their field and have a larger impact on their companies, themselves and the world. All three programs uphold this goal, as we continuously update curriculum to help you grow and develop toward your future career potential.

Our Berkeley Method of teaching, developed at the Sutardja Center, uniquely blends case study, interactive exercises and new perspectives enabling you to build your ecosystem, develop a growth mindset and utilize frameworks for decision making. Our faculty includes award winning professors from UC Berkeley and beyond as well as iconic industry professional sharing their real world experience and insights.

We look forward to working with you as we aspire to transform the role of engineers and scientist in business.

Victoria Howell

Victoria C. Howell
Director, Professional Programs
Sutardja Center for Entrepreneurship & Technology (SCET)

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UNLOCK YOUR
Leadership Potential

Innovative companies require engineers who can be technical experts as well as strategic managers and directors. The next generation of leaders will need a unique combination of technical horsepower, entrepreneurial ability and business judgment.

CREATED FOR ENGINEERS BY AN ENGINEER

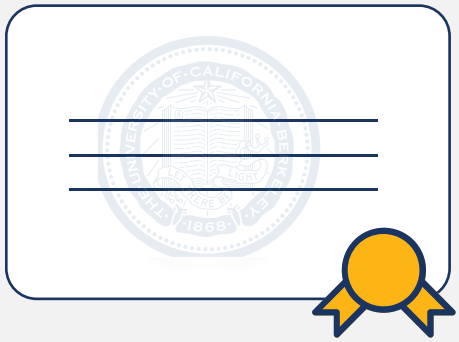
ELPP readies technical professionals for the next step in their career by augmenting their analytical skills with proven business methodology and techniques. Created for engineers by an engineer, the program builds off the *Innovation Engineering* framework from Chief Scientist and UC Berkeley Sutardja Center founding director, Ikhlaq Sidhu. His proven platform for education utilizes theory, networking, and interactive practice to build a strong repertoire of skills in the technology leader.

WHO SHOULD ATTEND

- Technology Executives
- Managers and Directors
- Senior Engineers
- Technical professionals considering a management role

OUTCOMES

ENGINEERING LEADERSHIP CERTIFICATE FROM UC BERKELEY



Toolkit for tech strategy decisions

Leading edge insights into operational innovation

Opportunity for experimentation and collecting best practices in authentic leadership, negotiations and influence

Re-enforcement with **hands-on group or individual project**

Online access to synchronous and asynchronous videos and presentations

Wide selection of informational and educational opportunities through Sutardja Center Events and articles

Lifelong ecosystem of instructors, industry mentors and peers from Silicon Valley's top tech companies

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ELPP is offered In-person in Silicon Valley or 100% online.

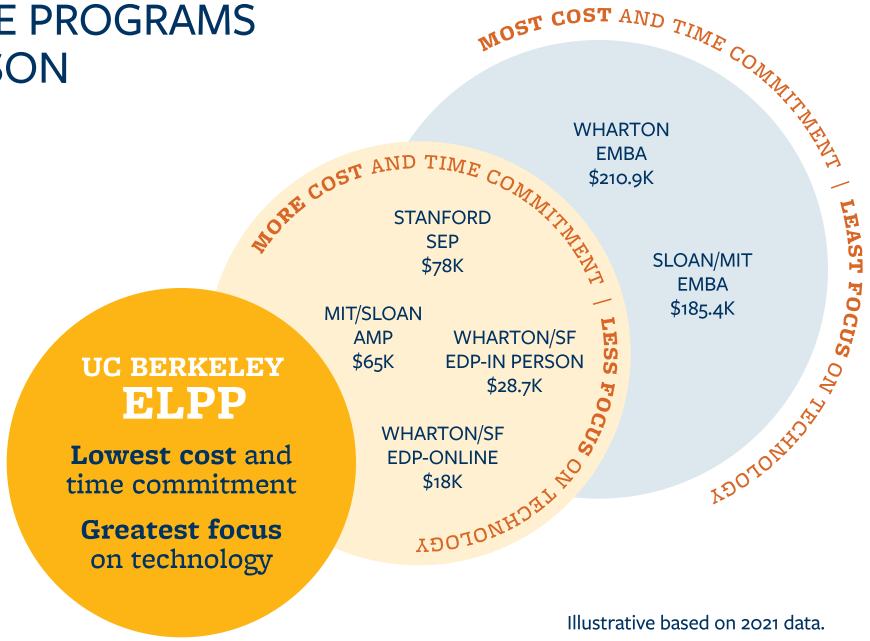
Choose which format works best for you.

ELPP PROGRAMS SNAPSHOT

PROGRAM	COST	WHERE	WHEN	
ELPP GLOBAL	$11,800	Virtual	1x per Week August 18 - December 8, 2021 Wednesdays 6 - 9 p.m. PT	APPLY TODAY
ELPP SILICON VALLEY	$14,800	Santa Clara/ San Jose Location	1x per Week Late January - Early June, 2022 Mondays 5:30 - 8:30 p.m. PT	APPLY TODAY
ELPP PLUS+ For ELPP SV or GL alumni	$12,800	Virtual	1x per Month November 11 - May 22, 2022 Thursdays 5:30 - 8:00 p.m. PT	APPLY TODAY

*** One-on-one 20 minute mentoring sessions with faculty and access to experiential coaching**

EXECUTIVE PROGRAMS COMPARISON



Illustrative based on 2021 data.

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ELPP CURRICULUM

The ELPP curriculum is organized into key modules with ELPP SV & GL featuring at least one group capstone project. Whether for ELPP SV/GL or ELPP PLUS+, each module is critical to building the foundation necessary to take you to the next level of your professional life.

ELPP SILICON VALLEY & GLOBAL MODULES

SV & GL DETAILS

Technical Strategy

Operational Innovation

Leadership & Communications
(incl. Finance/Accounting)

Group Project
Focused on Business Landscape and then New Venture or Corporate Challenge

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ELPP PLUS+ MODULES
For ELPP SV or GL alumni

PLUS+ DETAILS

Advanced Technology Strategy

Adaptive Leadership & Next Level Influence

Financial Fluency

Navigating Uncertainty

Personal Branding

THE BERKELEY METHOD

Developed at the UC Berkeley Sutardja Center, this method ensures all students are taught with a focus on framework, mindset and ecosystem.

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Award Winning Faculty & Industry Experts

Instructors are experts in their fields and industry icons with practical advice.

Gigi Wang
UC Berkeley CoE instructor and Industry Fellow, Entrepreneurship

Mike Grandinetti
UC Berkeley CoE Industry Fellow, Innovation

Cort Worthington
UC Berkeley Haas instructor, Leadership

Holly Schroth
UC Berkeley Haas instructor, Negotiations & Influence

Dr. Pamela Park
UC Berkeley CoE Industry Fellow, Leadership

Suneel Udpa
UC Berkeley Haas instructor, Finance & Accounting

IKHLAQ SIDHU
Founding Director and Chief Scientist, UC Berkeley Sutardja Center for Entrepreneurship & Technology

Sidhu is the recipient of the 2021 Extraordinary Teaching in Extraordinary Times Award; 2018 IEEE Major Innovation Award, 2009 IndEng Emerging Area Professor Recognition; 1999 3Com Inventor of the Year. He is the author of *Innovation Engineering: A Practical Guide to Creating Anything New* and holds over 61 US Patents.

SILICON VALLEY ICONS

Charlie Giancarlo
Former Cisco executive and CEO, Pure Storage

Marc Tarpenning
Cofounder, Tesla and partner, Spero Ventures

Inder Sidhu
Former Cisco executive and EVP, Nutanix

Shomit Ghose
General partner, ONSET Ventures

Don Proctor
Former Cisco executive and trustee, Computer History Museum

Michael Marks
Former CEO, Flextronics and cofounder/CEO, Katerra

Vinod Dham
Father of the Pentium and former Intel executive

Adam Cheyer
Cofounder Siri, VivLabs, Change.org

Cos Nicolaou
Distinguished engineer, Grail and former engineering VP, Google

Patty McCord
Former Chief Talent Officer, Netflix

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The Berkeley Advantage

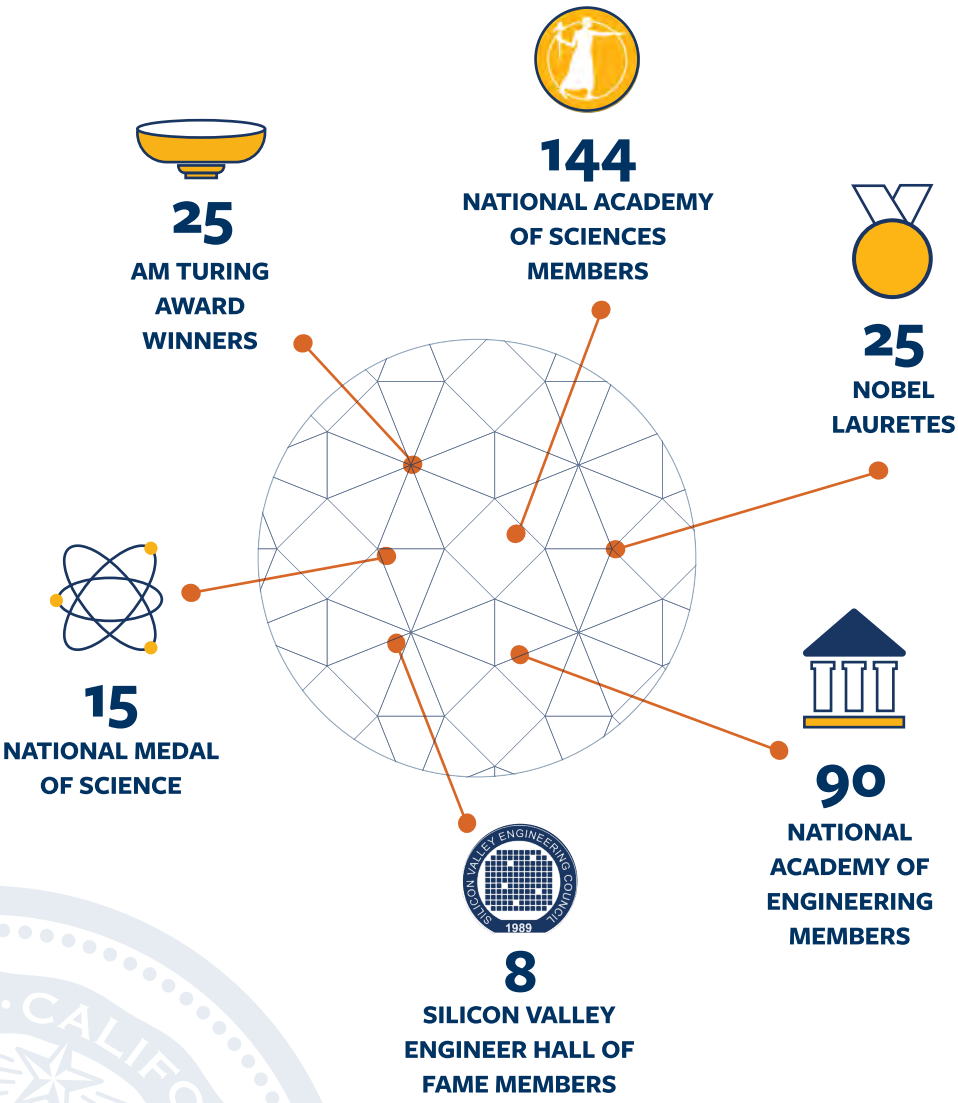
The University of California at Berkeley (est. 1868), **the world's premier public university and a wellspring of innovation** is located in the San Francisco Bay Area and neighbors the Silicon Valley epicenter. The university is home to over 35,000 students and is consistently ranked as one of the top universities worldwide. According to a National Research Council analysis, UC Berkeley has the largest number of highly ranked graduate programs in the country. Since 2000, the National Science Foundation has awarded more Graduate Research Fellowships to UC Berkeley students than to those of any other university (including MIT, Stanford and Harvard).

UC BERKELEY ECOSYSTEM

#1
PUBLIC UNIVERSITY

#2
UNIVERSITY IN THE WORLD FOR ENTREPRENEURSHIP
(PITCHBOOK 2020 RANKINGS)

#2
ENGINEERING SCHOOL
(US NEWS AND WORLD REPORT)



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The SCET Difference

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LEADING EDGE METHODOLOGY
The Sutardja Center is also known for developing the Berkeley Method of Entrepreneurship (BMoE) & Berkeley Method of Innovation Leadership (BMIL) and the highly acclaimed Engineering Leadership professional program. Our founding director, Ikhlaq Sidhu has written extensively on Engineering Innovation. We are internationally recognized for our approach.

REPUTATION
The University of California at Berkeley (est. 1868), the world's premier public university and a wellspring of innovation, is located in the San Francisco Bay Area and neighbors the Silicon Valley epicenter.

AWARD WINNING FACULTY AND INDUSTRY EXPERTS
Instructors are not only experts in their fields but industry icons with practical advice. We access speakers from a wide ecosystem, inside and outside the University, to ensure your experience blends the best of thought leadership and implementation.

ENGAGEMENT & NETWORKING
Program structure around limited size-group learning that allows for direct interaction with both instructors and peers. The Center offers a variety of opportunities to engage based on alumni events, industry roundtables and university/industry collaborations.

JOIN A STRONG AND GROWING SILICON VALLEY COHORT

twilio · SAMSUNG · QUALCOMM · ERICSSON · yahoo! · Lam RESEARCH · CISCO · vmware · APPLIED MATERIALS · Google · JUNIPER NETWORKS

COMPANY SPONSORSHIP
Companies may provide sponsorship for employees or employees may apply directly and request reimbursement from their firm.

Contact Victoria Howell at: vhowell@berkeley.edu for more information.

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WHAT RISING LEADERS SAY ABOUT ELPP

"The ELPP program was taught by some of the best leaders/experts in the field and gave me opportunity to learn by teaming-up with my fellow cohorts to solve real life challenges through case studies and group discussions."
— 2021 ELPP Attendee

"ELPP is a great way to gain multiple different perspectives outside of our core engineering worlds. It broadens ones horizons in a fun, fast paced program..."
— 2020 ELPP Attendee

"The program allowed me to take a pause and focus on advancing my knowledge, innovative and leadership skillsets."
— 2019 ELPP Attendee

"It was amazing. My career took off and I've been afforded several great opportunities since."
— 2017 ELPP Attendee

CUSTOMIZED PROGRAMS

Merging the best of academic instruction, interactive exchange and practical application to impact leadership and innovation, UC Berkeley's Sutardja Center is the ideal partner to take your technical professionals to the next level and deliver tangible results. Partner with us to customize material to your unique needs around engineering leadership and innovation.

Contact us at: vhowell@berkeley.edu to get started.

Victoria C. Howell
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