

# ENGINEERING **LEADERSHIP** PROFESSIONAL PROGRAMS



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ENGINEERING

Berkeley

Sutardja Center for  
Entrepreneurship & Technology  
COLLEGE OF ENGINEERING

[SCET.BERKELEY.EDU](http://SCET.BERKELEY.EDU)



# 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 | May - November**

Designed by Ikhlaz 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 scientists in business.

*Victoria Howell*

**Victoria C. Howell**

Director, Professional Programs

Sutardja Center for Entrepreneurship & Technology (SCET)



## 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

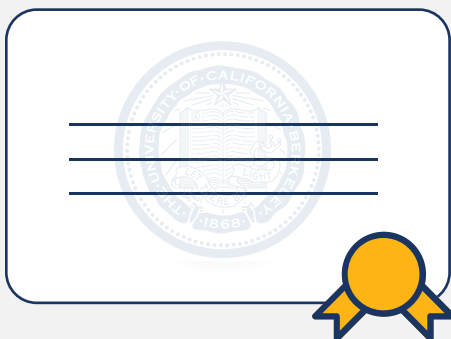
ELPP readies technical professionals for the next step in their career by augmenting their analytical skills with proven business methodology and techniques. Created for engineers by an engineer, the program builds off the *Innovation Engineering* framework from Chief Scientist and UC Berkeley Sutardja Center founding director, Ikhlaz 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

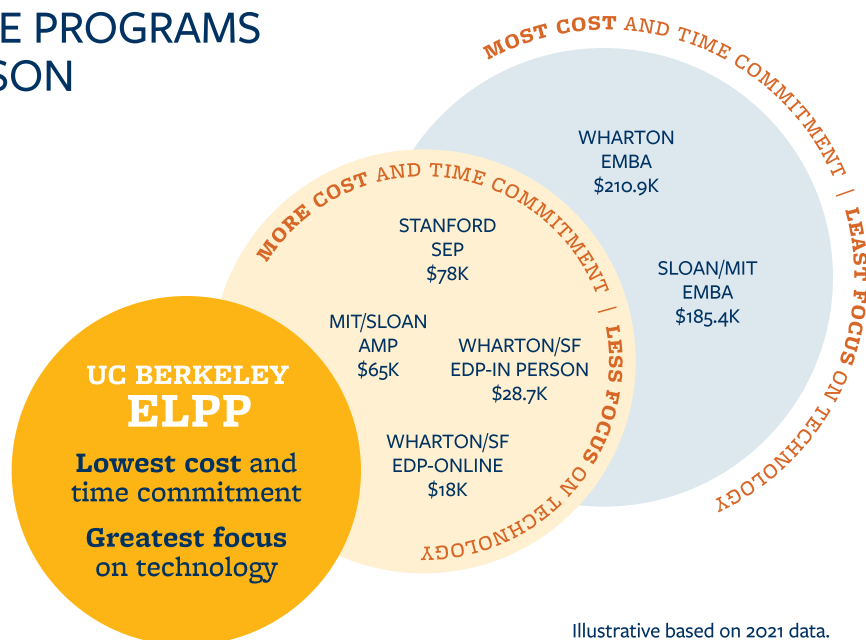
**ELPP is offered In-person in Silicon Valley or 100% online.**

**Choose which format works best for you.**

## ELPP PROGRAMS SNAPSHOT

PROGRAM	COST	WHERE	WHEN	
<b>ELPP GLOBAL</b>	early bird \$11,800pp by 7/1 after \$12,800pp	Virtual	1x per Week August 24- December 14, 2022 Wednesdays 5 - 8 p.m. PT	<a href="#">APPLY TODAY</a>
<b>ELPP SILICON VALLEY</b>	early bird \$14,800pp by 12/1 after \$15,800pp	Santa Clara/ San Jose Location	1x per Week 1/18/23 (Wed) - 6/7/22, Mondays 5:30 - 8:30 p.m. PT	<a href="#">APPLY TODAY</a>
<b>ELPP PLUS+</b> For ELPP SV or GL alumni	\$12,800	Virtual	1x per Month May - November 2022 Thursdays 5:30 - 8:00 p.m. PT  <b>* One-on-one 20 minute mentoring sessions with faculty and access to experiential coaching</b>	<a href="#">APPLY TODAY</a>

## EXECUTIVE PROGRAMS COMPARISON



## 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

### 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 and used by approved partners, the method ensures that students are taught using a journey based approach with inductive learning.



# 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 Tarpennig**

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, Katera

**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



# 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)

**FORBES RANKINGS**  
BERKELEY TOPPED  
FORBES' ANNUAL LIST  
OF AMERICA'S TOP  
COLLEGES.



**25**  
**AM TURING**  
**AWARD**  
**WINNERS**



**144**  
**NATIONAL ACADEMY**  
**OF SCIENCES**  
**MEMBERS**



**25**  
**NOBEL**  
**LAUREATES**



**15**  
**NATIONAL MEDAL**  
**OF SCIENCE**



**90**  
**NATIONAL**  
**ACADEMY OF**  
**ENGINEERING**  
**MEMBERS**



**8**  
**SILICON VALLEY**  
**ENGINEER HALL OF**  
**FAME MEMBERS**

**Berkeley**

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# The SCET Difference

[APPLY TODAY](#)

## 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, Ikhlaz 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

**SAMSUNG****QUALCOMM****yahoo!****vmware****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](mailto: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](mailto:vhowell@berkeley.edu)**  
**to get started.**

### Victoria C. Howell

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