Helping Rising Tech Leaders Take the Next Step

ELPP **Engineering Leadership Professional Program**

Engineering Leadership Professional Program

Innovation That Matters Now

UC Berkeley Dr. Ikhlaq Sidhu (center) with select ELPP graduates at Certificate Ceremony

Offered as:

- Hybrid Fall Program (August – December online with 3 days in person)
  OR
- In Person Spring Program (January – June)

Description

The University of California, Berkeley is ranked the #1 public university and #4 global university by US News and World Report. Since 2012, UC Berkeley's Sutardja Center has offered the ELPP program for technical professionals. This program explores key management and leadership concepts relevant to technical-dependent enterprises. The program, intended to prepare program candidates for leadership at the executive level is focused in three areas critical today's technical leaders:

- Technical Strategy
- Operational Innovation and
- Leadership/Communications

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ELPP Engineering Leadership Professional Program

The current program has a renewed focus *on Innovation that Matters Now*. It's offered as either a:

- **Fall Hybrid ELPP Program** - with a unique blend of online and in-person content over the semester. The format caters to those outside the Bay Area or those who prefer more flexibility OR
- **Spring Traditional ELPP Program** – our long-running in-person track

Taking into account the global pandemic and resulting impacts, we've tailored the course to focus on Innovation that Matters Now, including sessions on innovating under adversity; scenario planning and leading global teams virtually. In addition, we build off of a successful core curriculum exploring key management and leadership concepts relevant to technical-dependent enterprises. Class participants undertake intensive study of actual business situations through rigorous case study analysis.

CONTACT INFORMATION

- **Ikhlaq Sidhu** – *Chief Scientist and Founding Director*, Sutardja Center & Faculty Lead, sidhu@berkeley.edu
- **Victoria Howell** - *Associate Instructor, Director Executive Programs,* vhowell@berkeley.edu
- **Jocelyn Weber-Phipps** – *Director, X-Labs and Xcelerator,* jweberphipps@berkeley.edu

FORMAT

This course is composed primarily of case study analysis, guest speaker presentations and team projects, as supported by video and further information found on the http://engineeringleadership.net website. Students will analyze one to two case studies per week. Class discussions will focus on issues raised in case studies, including analysis brainstorming and recommendations. Industry guest speakers will provide insight based on real-world business experience. Over the course of the semester, participants will gain exposer to a wide variety of managerial approaches, technologies, business models and personalities. The group projects are designed for participants to analyze organization and strategic situations for private firms or government organization from a leadership perspective.

TEXTS AND REQUIRED SUPPLIES

- Selected case studies, available online via Study.Net
- Innovation Engineering A Practical Guide to Creating Anything New by Ikhlaq Sidhu (2019)
- Crucial Conversations: Tools for Talking When Stakes are High by Kerry Patterson, Joseph Grenny, Ron McMillan and Al Switzler (June 18, 2002)
- Public domain documents and access to podcasts and online sessions/ homework
- Online surveys and/or quizzes to be completed

Grading, Attendance, and Weekly Feedback

Class attendance and weekly feedback, using Net Promoter Score (NPS) model is expected and tracked. Grading will be as follows:

- **Engineering Leadership Phase I**
  - 25% Class participation, quizzes & attendance
- EngineeringLeadership Phase II
  - 25% Class participation, quizzes & attendance
- **Group Project/s**
  - 50% Group Project

Dates & Location

- **Hybrid Fall** – Online classes, mid Aug through November, Wednesdays 1pm – 4pm PCT culminating with an in person 2 ½ day event at UC Berkeley late November/Early December
- **In Person Spring** - classes take place end of January to early June, Mondays and occasional Wednesday, 5:30pm – 8:30pm PCT in Santa Clara culminating in in-person graduation at UC Berkeley in June

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Sample Syllabus

Date	Topic/Case (see speakers/faculty below)
Prior to Session 1	Select Readings/Signup for Online Access and Alumni Group
Session 1	Introduction & Innovating Under Adversity Lecture/Discussion
Session 2	Bleeding Edge Technology: E-Ink
Session 3	Validating Products: Dr. Johns
Session 4	Adaption: Netflix and Scenario Planning •
Session 5	Managing Change: Kodak
Session 6	Pricing: Virgin Mobile
Session 7	How to Pitch Anything & Venture Financials
Session 8	Managing Go To Market Revolution: Cisco & Doing What Matters
Session 9	**Group Phase I Projects** – Signup slots of 30 minutes for project review/feedback
Session 10	Freemium Financial Model: Dropbox
Session 11	Managerial Accounting - Part I
Session 12	Managerial Accounting - Part II
Session 13	Gold Star/Blue Star Leadership
Session 14	AI and Ethics/ Social Responsible Leadership
Session 15	Mentoring Sessions for Presentations
Session 16	Influence & Shadow Negotiation
Session 17 & 18	To include: Corporate Negotiations, Leadership Negotiations & Campus Tour
Session 19 & 20	To Include Strategy: Intel and Adaptation: Netflix; Core Competence: Zappos; Change Management & Doing What Matters
Session 21 & 22	Scenario Planning, Final Project Presentations Graduation Speaker and Dinner/Certificate Ceremony

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Berkeley Engineering

Partial List of Potential Faculty/Speaker Bios

Ikhlaq Sidhu is the Chief Scientist and Founding Director of UC Berkeley's Sutardja Center for Entrepreneurship & Technology. He received the IEOR Emerging Area Professor Award from his department at Berkeley. Prof. Sidhu founded the Fung Institute for Engineering Leadership. He serves as the faculty director of the Engineering Leadership Professional Program (ELPP). His research areas include systems and stochastic models, strategic data analytics, and learning models

Ken Singer is the Managing Director for the Sutardja Center for Entrepreneurship and Technology, University of California, Berkeley. He is the co-creator of the Berkeley Method of Entrepreneurship Education and is the inventor of the game-based Challenge lLab course now taught in several universities around the world. Ken is also the co-founder of the Applied Innovation Institute, a nonprofit that sponsors student competitions around the world, including the Arab Mobile App Challenge.

Gigi Wang is a leader in global entrepreneurship and innovation and heads up MG-Team, LLC, a consulting firm focusing on entrepreneurship and innovation programs. She is an Industry Fellow & Faculty at UC Berkeley's Sutardja Center for Entrepreneurship and Chair Emeritus of the VLAB (formerly MIT/Stanford Venture Lab), and on the advisories board of Mobility Ventures, iGlobe Partners and others. Gigi is a frequent conference speaker and conducts entrepreneurship/innovation workshops for start-ups, corporates, incubators, and universities around the world, along with offering biz dev services to help companies scale. She has mentored and advised hundreds of start-ups from around the world. Gigi holds BS & MS in Mech Engineering from Stanford University where she was President of the Tau Beta Pi Engineering Honor Society, and she holds an MBA from the UC Berkeley's Haas School of Business.

Charles Giancarlo is Chairman and CEO of Pure Storage, the data storage company that helps innovators leverage their data, use artificial intelligence and modern analytics to build a better world. He is an Internet Pioneer, Entrepreneur, Investor, and former senior executive of a Fortune 50 high tech company. Mr. Giancarlo serves on the boards of Accenture, Arista Networks, Inc., Pure Storage, Inc. and Zscaler, Inc.

Don Proctor is the founder and CEO, Bk97 digital, and former SVP, Cisco (over two decades!). With an intense focus on disruptive technologies, Don has built three separate $1B+ businesses, led teams of up to 10,000, and developed/scaled hundreds of products for the enterprise, telecommunications, and small business markets. He remains an active board member and advisor for Yagna iQ, The Computer History Museum, the national Leukemia and Lymphoma Society, and is Chair Emeritus of the Advisory Council for the Lawrence Hall of Science. He has taught as part of the ELPP program (and at the Haas School of Business) for the last five years and we are fortunate to have his expertise leading our case discussion.

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Vinod Dham is popularly acclaimed worldwide as the "Father of Pentium", for leading Intel's iconic microprocessor brand from inception to its worldwide success, Vinod (Vin) Dham has Over 40+ years of experience in developing semiconductor products, technologies and Venture Capital. Recently Vin has been involved in mentoring start-up entrepreneurs, as an Angel Investor. Earlier he was one of the handful of pioneers who brought Venture Capital and Start-up eco-system to India. He is a founder of IndoUS Venture Partners (IUVP), an India focused early stage venture capital fund. Earlier, Vin was Chief Executive Officer of Silicon Spice, a chip design start-up he joined at its nascent stage and led the design of a VOIP chip. Silicon Spice was acquired by Broadcom for $1.2 billion. Prior to that Vin was Chief Operating Officer at NexGen, a microprocessor design start-up, which was acquired by AMD for $800m. Prior to his start-up stints, Vin was Intel's Vice President of Pentium Processor Division and earlier General Manager of i486 Workgroup Computing Division. During his 16 years at Intel, he successfully led and managed - Intel 386 compaction, i486, and the Pentium Processor families, helping Intel become the largest company in the semiconductor Industry. Vin has received numerous recognitions over the years, including one of the top 25 executives in the computer industry and one of the top 100 most influential Asian Americans.

Victoria Howell is an associate instructor for UC Berkeley's Sutardja Center for Entrepreneurship and Technology. She leads the A. Richard Newton Distinguished Innovator Lecture Series, the Center's flagship program. Her background is in financial services, strategy and marketing, and she now dedicates herself to delivering opportunities/events connecting exceptional individuals to diverse audiences. Her work encourages learning and empowerment for entrepreneurs, career-minded professionals and seasoned executives.

Marc Tarpenning is a Venture Partner at Spero Ventures and co-founder of Tesla Motors. He is a member of the advisory board at Clearpath Robotics, a manufacturer of unmanned vehicles for industrial research and development applications. Previously he was a mentor at Greenstart and an entrepreneur in residence at Mayfield Fund. Prior to that he cofounded and served as vice president for engineering at Tesla Motors. He also held executive positions at Packet Design, NuvoMedia, and Gemstar-TV Guide. Tarpenning holds a bachelor's degree in computer science for the University of California, Berkeley

Naeem Zafar is a serial entrepreneur and instructor at the UC Berkeley Sutardja Center. He is currently CEO/founder of TeleSense, an IoT (Internet of Things) company. He co-founded and served as the CEO of Bitzer Mobile, an enterprise security and mobility company that was acquired by Oracle in November 2013. Naeem is a faculty member at the University of California and a Professor-of-the-Practice at the Brown University Department of Engineering, teaching courses in entrepreneurship, technology strategy, and new venture finance.

Suneel Udpa, PhD, is Continuing Lecturer and Distinguished Teaching Fellow at the Haas School of Business, University of California, Berkeley. He has been a foundational member of our ELPP faculty for over half a decade. He was awarded the Earl F. Cheit Award for Excellence in Teaching in 2003, 2007, 2010, and 2013, and in 2015 was awarded the Berkeley Haas Lifetime Achievement Award. Suneel consults extensively in the area of mergers & acquisitions and provides litigation support in cases involving valuation and damage estimation. Suneel received his MS in Business Administration and PhD in Accounting from the John M. Olin School of Business, Washington University in St. Louis.

Alka Roy is has been product and technology leader at AT&T Foundry. She was the lead technology strategist for wireless core and transport for Cingular Wireless and Director of New Technology & Product Development for Cloud Enablers and Enterprise Conversational Voice Apps for AT&T. She has led numerous technology initiatives and published position papers for video streaming and video delivery for AT&T and holds patents for security gateway and data policy management. Alka holds a BS in Electrical Engineering and Computer Science from the University of Notre Dame and an MFA in Creative Writing from Bennington College and was one of the recipients of the Rising Star, National Women of Color in Technology Outstanding Contribution Award. Alka has served on boards of several non-profit organizations and human rights organizations and is passionate about mentoring, coaching and exploring the intersections between art, technology & ethics.

Inder Sidhu is the Executive Vice President of Global Customer Success and Business Operations of Nutanix. He brings to the company 30 years of experience in the technology industry and a deep background of customer experience management, as well as strategic and operational expertise. Most recently, he served as Senior Vice President of Strategy & Planning for Worldwide Sales at Cisco, where he architected Cisco's global go-to-market engine, which helped the company grow from $1 billion in annual revenue to $50 billion. He also co-led Cisco's $16 billion Enterprise business, its $7 billion Emerging Countries business, and its 1,200-person digitally-driven Worldwide Professional Services business. Prior to Cisco, Inder was a consultant with McKinsey & Company, an engineer with Intel and an entrepreneur at Excelan, a successful Silicon Valley start-up. He is a frequently requested speaker, and has taught at Harvard, Stanford, The Wharton School at UPenn and UC Berkeley.

Dr. Pamela Park invests in and advises leaders in Silicon Valley, drawing from her award-winning teaching and research on tech firm leadership at UC Berkeley. Across the course of her career, Dr. Park has advised startup founders, CEOs, investors, Fortune 500 leaders and boards, and senior U.S. government officials. Prior to government service, Dr. Park worked as an investment banker at Goldman Sachs & Co. Dr. Park has taught at Harvard and is currently on the faculty at UC Berkeley. Dr. Park received her doctorate from Harvard Business School, her M.A. degree in Regional Studies East Asia from Harvard University, and her B.A. in Economics from Harvard College. She also holds a certificate in leadership coaching strategies from Harvard University.

Michael Marks is the CEO and founder of Katerra. He is a founding partner of Riverwood Capital, a Menlo Park-based private equity firm. Prior to establishing Riverwood, he was a partner and senior advisor at Kohlberg Kravis Roberts & Co. in 2006 and 2007. Prior to KKR, Michael spent 13 years as CEO, and then chairman, of Flextronics International Ltd., building it into one of the largest technology companies in the world. He is a director of The Melt, Enjoy, H20.ai, and Berkeley Lights.

Holly Schroth is an award-winning Senior Lecturer and Distinguished Teaching Fellow at the Haas School of Business at the University of California, Berkeley. She teaches Negotiations and Conflict Resolution and Organizational Behavior/Leading People in the MBA, Undergraduate and Executive Education programs. In addition to teaching, she is a trainer, consultant and keynote speaker on negotiation, influence and communication issues to a variety of organizations in the United States and abroad. Her workshops are grounded in social psychology theory and are skills based for immediate application to the workplace and everyday life.

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Cort Worthington is an award winning leadership instructor at Haas School of Business, the claim to fame is improvisational leadership, a style of leadership marked by dual competencies in hard skills such as assertiveness and decisiveness along with soft skills such as building rapport and leading through trust. Beneath this specialization, what truly makes Lecturer Worthington so unique is his background as an improvisational theater instructor, documentary filmmaker, and parachuting U.S. Forest Service Smokejumper who learned the value of instant collaboration, open communication, and inventiveness on the fire line. In his nine years at Haas, he has created courses where students feel comfortable taking personal risks to develop into agile, innovative leaders. Repeatedly, students describe his "Improvisational Leadership" and "Leadership and Personal Development" classes as life-changing

Adam Cheyer is co-Founder and VP Engineering of Viv Labs, a startup simplifying the world by providing an intelligent interface to everything. Viv Labs was acquired by Samsung in 2016. Previously, Adam Cheyer was co-Founder and VP Engineering at Siri, Inc., a company aimed at fundamentally redesigning the face of the consumer mobile experience. In 2010, Siri was acquired by Apple, where Mr. Cheyer became a Director of Engineering in the iPhone/iOS group. Mr. Cheyer is also a Founding Member and Advisor to Change.org, the premier social network for positive social change, and a co-Founder of Sentient Technologies.